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**Prices and Spreads for  
Selected Fresh Vegetables  
Sold in Major Markets,  
1967/68-1974/75**

Economic Research Service  
U.S. Department of Agriculture

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AGERS-27

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PRICES AND SPREADS FOR SELECTED FRESH VEGETABLES SOLD IN MAJOR MARKETS, 1967/68-1974/75. By Alfred J. Burns and Joseph C. Podany, Commodity Economics Division, Economic Research Service, U.S. Department of Agriculture, AGERS-27.

#### ABSTRACT

Prices and spreads are presented for 13 major vegetables--asparagus, cabbage, carrots, celery, sweet corn, cucumbers, lettuce, onions, green peppers, potatoes, spinach, sweetpotatoes, and tomatoes--sold fresh in major markets during 1967/68-1974/75.

Study results show that the seasonal average retail price, shipping point price wholesale-retail spread, and shipping point-wholesale spread for the vegetables, increased during the eight seasons. The weighted average retail price increased 77 percent, from 13.5 to 23.9 cents a pound, and the shipping point price (grower and packer returns) rose 87 percent, from 4.7 to 8.8 cents. The wholesale-retail spread went up 65 percent, from 6.6 to 10.9 cents, and the shipping point-wholesale spread increased 91 percent, from 2.2 to 4.2 cents, in this period.

Keywords: Prices, Price spread, marketing, vegetables, asparagus, cabbage, carrots, celery, sweet corn, cucumbers, lettuce, onions, peppers, potatoes, spinach, sweetpotatoes, tomatoes.

## PREFACE

The U.S. Department of Agriculture conducts special studies of spreads between prices paid by consumers and those received by growers on a continuous basis to monitor changes in prices and price spreads of major commodities. Results of the studies pertaining to fruits and vegetables can be found in the following publications:

"Prices and Spreads for Fresh Fruits and Vegetables Sold in Selected Markets, 1956-62," Statistical Bulletin No. 340, Feb. 1964.

"Prices and Spreads for Apples, Grapefruit, Grapes, Lemons, and Oranges Sold Fresh in Selected Markets, 1962/63-1966/67," Marketing Research Report No. 888, June 1970.

"Prices and Spreads for Potatoes, Sweetpotatoes, and Other Selected Vegetables Sold in Fresh Markets, 1962/63-1966/67," Marketing Research Report No. 901, Sept. 1970.

"Prices, Margins, and Farm Value for Canned and Frozen Fruits, Vegetables, and Juices Sold in Selected Markets, 1965/66-1969/70," Statistical Bulletin No. 477, Oct. 1971.

"Prices and Spreads for Selected Fruits Sold Fresh in Major Markets, 1967/68-1973/74," Agricultural Economics Report No. 295, Aug. 1975. This report continues the series.

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## SUMMARY

The seasonal average retail price, shipping point price (grower and packer returns), shipping point-wholesale spread, and wholesale-retail spread for selected vegetables sold fresh in various major U.S. markets increased during the 1967/68-1974/75 marketing seasons.

Over the eight seasons, the retail price of all items studied was 77 percent higher, and the shipping point price was 87 percent higher. Even higher retail and shipping point prices (by 5 and 19 percent, respectively) existed in 1973/74, mainly reflecting extremely high prices for potatoes and sweetpotatoes that season. Both price spreads climbed steadily during the period--the wholesale-retail spread increased 65 percent and the shipping point-wholesale spread, 91 percent.

The seasonal average market share or percentage of the retail value of vegetables going to growers and packers ranged from 35 to 42 percent during 1967/68-1974/75. The shipping point-wholesale spread was 15-17 percent, and the wholesale-retail spread's share, 41-49 percent. Although the market shares fluctuated from season to season, no significant trend was established. For the eight seasons, the wholesale-retail spread averaged 46 percent of the retail value; the shipping point-wholesale spread, 16 percent; and grower and packer returns, 38 percent.

Seasonal average prices and price spreads increased for each item during the period. However, both differences and similarities among commodities existed in the amount of increase and the distribution of the retail price among the market factors.

The retail price and grower and packer returns increased most for asparagus, spinach, and potatoes, and least for cabbage and carrots during the period. Either the shipping point-wholesale spread or the wholesale-retail spread, or both spreads rose sharply for asparagus, spinach, and potatoes but went up only slightly for cabbage and carrots. The retail price and both spreads increased sharply for onions, but except for 1973/74, grower and packer returns increased only slightly.

For most commodities, the share of the retail price received by growers and packers, the wholesale-retail spread, and the shipping point-wholesale spread fluctuated from season to season, but showed no significant trend either up or down during the period studied. A comparison of different commodities' mean shares indicates a wide range among commodities in the grower and packer share and the wholesale-retail spread's share.

The average grower and packer share of the retail price ranged from 62 percent for asparagus to only 20 percent for spinach. Growers and packers received over 50 percent for vine-ripe tomatoes and sweetpotatoes; 40-48 percent for green peppers, cucumbers, carrots, and corn; and 31-34 percent for cabbage, celery, lettuce, onions, and potatoes.

The wholesale-retail spread's average share ranged from 24 percent for asparagus to 70 percent for spinach. The spread received 51-58 percent of the retail value for celery, cabbage, onions, and potatoes; 40-43 percent for green peppers, carrots, cucumbers, and lettuce; and 35-37 percent for corn, sweetpotatoes, and vine-ripe tomatoes.

The share taken by the shipping point-wholesale spread had a narrower range, averaging from 9 percent for onions to 25 percent for lettuce. In between, this share averaged 10 percent for spinach, 24 percent for sweet corn, and 11-17 percent for all other commodities.

Summary table 1.--Selected vegetables: Seasonal average per-pound retail prices, marketing spreads, and grower and packer returns, average of major markets, 1968-75 1/

Commodity and season	Index (1968=100)									
	Retail price	Wholesale-retail spread	Shipping point-wholesale spread	Shipping point-wholesale spread	Shipping point-wholesale spread	Shipping point-wholesale spread	Shipping point-wholesale spread	Shipping point-wholesale spread	Shipping point-wholesale spread	Shipping point-wholesale spread
	Cents	Cents	Percentage of retail price	Cents	Percentage of retail price	Cents	Percentage of retail price	Cents	Percentage of retail price	Percent
Asparagus 3/										
1968 .....	36.4	7.0	19	3.9	11	25.5	70	100	100	100
1969 .....	48.4	11.7	24	4.9	10	31.8	66	133	167	126
1970 .....	42.3	11.7	28	5.8	14	24.8	58	116	167	149
1971 .....	49.3	9.2	19	9.4	19	30.7	62	135	131	241
1972 .....	48.6	10.1	21	7.6	16	30.9	63	134	144	195
1973 .....	58.9	18.3	31	6.4	11	34.2	58	162	261	164
1974 .....	62.2	17.1	28	7.0	11	38.1	61	171	244	179
1975 .....	74.6	19.3	26	11.0	15	44.3	59	205	276	282
Cabbage 4/										
1968 .....	13.4	6.6	49	2.5	19	4.3	32	100	100	100
1969 .....	13.5	7.9	59	1.8	13	3.8	28	101	120	72
1970 .....	17.6	9.6	55	1.8	10	6.2	35	131	145	72
1971 .....	15.0	8.0	54	2.9	19	4.1	27	112	121	116
1972 .....	16.3	8.8	54	2.5	15	5.0	31	122	133	100
1973 .....	18.9	9.3	49	2.2	12	7.4	39	141	141	88
1974 .....	18.6	9.9	53	3.6	19	5.1	28	139	150	144
1975 .....	18.6	9.6	52	3.3	18	5.7	30	139	145	132
Carrots 4/										
1968 .....	19.1	8.0	42	3.3	17	7.8	41	100	100	100
1969 .....	18.9	7.3	39	3.4	18	8.2	43	99	91	103
1970 .....	18.5	9.0	49	2.6	14	6.9	37	97	112	79
1971 .....	22.4	8.6	38	3.9	18	9.9	44	117	108	118
1972 .....	22.3	9.2	41	3.8	17	9.3	42	117	115	115
1973 .....	23.4	9.9	42	4.1	18	9.4	40	123	124	124
1974 .....	23.4	10.1	43	3.9	17	9.4	40	123	126	118
1975 .....	27.5	11.3	41	5.6	20	10.6	39	144	141	170
Celery 5/										
1968 .....	16.1	8.3	51	2.7	17	5.1	32	100	100	100
1969 .....	17.6	8.7	49	2.8	16	6.1	35	109	105	104
1970 .....	19.7	10.6	54	2.9	15	6.2	31	122	128	107
1971 .....	18.2	10.3	57	3.1	17	4.8	26	113	124	115
1972 .....	22.7	12.5	55	3.0	13	7.2	32	141	151	111
1973 .....	22.4	12.4	55	3.1	14	6.9	31	139	149	115
1974 .....	21.4	12.5	58	3.1	15	5.8	27	133	151	115
1975 .....	24.1	12.9	53	3.8	16	7.4	31	150	155	141
Corn 6/										
1968 .....	16.1	5.1	32	3.9	24	7.1	44	100	100	100
1969 .....	16.0	5.6	35	4.1	26	6.3	39	99	110	105
1970 .....	17.0	5.9	35	4.1	24	7.0	41	106	116	105
1971 .....	19.3	7.4	38	3.4	18	8.5	44	120	145	87
1972 .....	18.8	6.6	35	4.6	25	7.6	40	117	129	118
1973 .....	19.9	7.6	38	4.9	25	7.4	37	124	149	126
1974 .....	21.3	7.6	36	5.6	26	8.1	38	132	149	144
1975 .....	23.9	8.7	36	5.5	23	9.7	41	148	171	141
Cucumbers 4/										
1968 .....	23.6	10.9	46	3.2	14	9.5	40	100	100	100
1969 .....	30.5	10.5	34	5.1	17	14.9	49	129	96	159
1970 .....	29.8	14.7	50	2.8	9	12.3	41	126	135	88
1971 .....	29.1	12.6	43	4.3	15	12.2	42	123	116	134
1972 .....	28.9	12.8	44	3.6	13	12.5	43	122	118	112
1973 .....	30.2	13.8	46	3.8	12	12.6	42	128	127	119
1974 .....	32.4	12.8	39	4.5	14	15.1	47	137	118	141
1975 .....	36.2	15.3	42	4.8	13	16.1	45	153	140	150
Lettuce 7/										
1968 .....	14.7	5.9	40	3.8	26	5.0	34	100	100	100
1969 .....	16.5	6.3	38	4.6	28	5.6	34	112	107	121
1970 .....	16.5	7.6	46	3.8	23	5.1	31	112	129	100
1971 .....	18.5	8.0	43	4.6	25	5.9	32	126	136	121
1972 .....	18.5	8.1	44	4.5	24	5.9	32	126	137	118
1973 .....	23.3	9.4	40	5.0	22	8.9	38	159	159	132
1974 .....	23.8	10.4	44	5.2	22	8.2	34	162	176	137
1975 .....	22.5	8.6	38	6.9	31	7.0	31	153	146	182
Onions 8/										
1968 .....	13.9	7.9	57	1.1	8	4.9	35	100	100	100
1969 .....	13.6	8.8	65	1.4	10	3.4	25	98	111	127
1970 .....	16.8	9.4	56	1.6	9	5.8	35	121	119	145
1971 .....	14.4	9.9	69	1.5	10	3.0	21	104	125	136
1972 .....	16.4	10.1	62	1.7	10	4.6	28	118	128	155
1973 .....	25.8	12.2	47	1.4	6	12.2	47	186	154	127
1974 .....	21.8	12.3	57	2.2	10	7.3	33	157	156	200
1975 .....	23.0	13.9	60	2.3	10	6.8	30	165	176	209

Continued--



Summary table 1.--Selected vegetables: Seasonal average per-pound retail prices, marketing spreads and grower and packer returns, average of major markets, 1968-75 1/--Continued

Commodity and season	Index (1968=100)											
	Retail price		Wholesale-retail spread		Shipping point-wholesale spread		Grower and packer returns (shipping point-price) 2/		Retail-wholesale-retail spread		Shipping point-wholesale spread (shipping point price)	
	Cents	Cents	Percentage of retail price	Percentage of retail price	Percentage of retail price	Percentage of retail price	Percentage of retail price	Percentage of retail price	Percentage of retail price	Percentage of retail price	Percentage of retail price	Percentage of retail price
Peppers, green 4/												
1968	39.5	14.0	35	5.5	14	20.0	51	100	100	100	100	100
1969	40.4	18.7	46	3.6	9	18.1	45	102	134	65	91	102
1970	59.8	19.8	33	6.8	11	33.2	56	151	141	124	166	166
1971	59.1	18.7	32	5.0	8	35.4	60	150	134	91	177	177
1972	51.6	19.7	38	8.9	17	23.0	45	131	141	162	115	115
1973	56.6	21.3	38	9.4	16	25.9	46	143	152	171	130	130
1974	56.4	26.8	48	4.9	8	24.7	44	143	191	89	124	124
1975	59.1	28.6	48	7.6	13	22.9	39	150	204	138	114	114
Spinach 4/												
1968	52.4	38.0	73	5.5	10	8.9	17	100	100	100	100	100
1969	51.2	35.2	69	6.9	13	9.1	18	98	93	125	102	102
1970	58.0	42.7	74	5.4	9	9.9	17	111	112	98	111	111
1971	59.4	41.9	70	4.0	7	13.5	23	113	110	73	152	152
1972	67.6	48.5	72	4.4	6	14.7	22	129	128	80	165	165
1973	70.7	49.9	71	7.5	10	13.3	19	135	131	136	149	149
1974	76.8	52.3	68	8.2	11	16.3	21	147	138	149	183	183
1975	91.6	60.4	66	12.5	14	18.7	20	175	159	227	210	210
Tomatoes 4/												
1968	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
1969	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
1970	53.5	21.8	41	6.0	11	25.7	48	N/A	N/A	N/A	N/A	N/A
1971	57.9	21.3	37	7.4	13	29.2	50	N/A	N/A	N/A	N/A	N/A
1972	55.4	20.9	38	6.9	12	27.6	50	N/A	N/A	N/A	N/A	N/A
1973	59.2	15.8	27	9.7	16	33.7	57	N/A	N/A	N/A	N/A	N/A
1974	67.2	19.1	28	9.8	15	38.3	57	N/A	N/A	N/A	N/A	N/A
1975	65.1	24.4	37	8.2	13	32.5	50	N/A	N/A	N/A	N/A	N/A
Above vegetables 9/												
1968	16.5	7.4	45	3.0	18	6.1	37	100	100	100	100	100
1969	17.3	8.0	46	3.2	19	6.1	35	105	108	107	100	100
1970	22.7	10.5	46	3.3	15	8.9	39	138	142	110	146	146
1971	23.2	10.4	45	3.8	16	9.0	39	141	141	127	148	148
1972	24.3	11.0	45	4.0	17	9.3	38	147	149	133	152	152
1973	28.1	11.3	40	4.4	16	12.4	44	170	153	147	203	203
1974	28.6	12.3	43	4.7	16	11.6	41	173	166	157	190	190
1975	29.2	12.9	44	5.3	18	11.0	38	177	174	177	180	180
Potatoes 11/												
1968 12/	9.4	5.8	62	1.2	12	2.4	26	100	100	100	100	100
1969 12/	10.2	5.4	53	1.3	13	3.5	34	109	93	108	146	146
1970 12/	10.8	5.6	52	1.7	16	3.5	32	115	97	142	146	146
1971 12/	9.8	5.3	54	1.4	14	3.1	32	104	91	117	129	129
1972 12/	10.5	5.5	52	2.0	19	3.0	29	112	95	167	125	125
1973 12/	12.8	5.9	46	2.0	16	4.9	38	136	102	167	204	204
1974	18.3	8.1	44	2.1	12	8.1	44	195	140	175	338	338
1975	15.6	8.0	51	2.6	17	5.0	32	166	138	217	208	208
Sweetpotatoes 4/												
1968	18.4	6.2	34	2.3	12	9.9	54	100	100	100	100	100
1969	18.9	7.2	38	2.1	11	9.6	51	103	116	91	97	97
1970	17.8	6.5	37	2.4	13	8.9	50	97	105	104	90	90
1971	19.0	7.7	41	2.7	14	8.6	45	103	124	117	87	87
1972	22.0	8.0	36	2.8	13	11.2	51	120	129	122	113	113
1973	22.9	8.8	38	3.2	14	10.9	48	124	142	139	110	110
1974	28.9	10.4	36	3.2	11	15.3	53	157	168	139	155	155
1975	27.1	10.4	38	3.0	11	13.7	51	147	168	130	138	138
Vegetables, potatoes, and sweetpotatoes												
1968	13.5	6.6	49	2.2	16	4.7	35	100	100	100	100	100
1969	14.3	6.8	48	2.3	16	5.2	36	106	103	105	111	111
1970	17.7	8.2	46	2.8	16	6.7	38	131	124	127	143	143
1971	17.5	8.2	47	2.8	16	6.5	37	130	124	127	138	138
1972	18.7	8.7	46	3.1	17	6.9	37	139	132	141	147	147
1973	22.2	9.2	41	3.5	16	9.5	43	164	139	159	202	202
1974	25.0	10.8	43	3.7	15	10.5	42	185	164	168	223	223
1975	23.9	10.9	46	4.2	17	8.8	37	177	165	191	187	187

1/ Marketing season ending year shown.

2/ For quantity of product equivalent to 1 pound sold to consumers. However, because of losses and waste and spoilage during marketing, the equivalent quantity exceeds 1 pound.

3/ Weighted average in New York City and Seattle.

4/ Weighted average in Chicago and New York City.

5/ Weighted average of Florida celery in Atlanta, Chicago, New York City, and Washington, D.C., and California celery in Chicago, Los Angeles, New York City, and Seattle.

6/ Weighted average in Boston, Chicago, Los Angeles, and New York City.

7/ Weighted average in Baltimore, Chicago, Los Angeles and New York City.

8/ Weighted average of storage onions and nonstorage onions in Boston, Chicago, and New York City.

9/ Weighted by production for fresh market. 10/ Does not include tomatoes.

11/ Weighted average of western long white potatoes in Chicago and Los Angeles; midwestern round red potatoes in Chicago and Detroit; round white potatoes in Atlanta, Boston, and New York City; and western russet potatoes in Atlanta, Chicago, Los Angeles, and New York City. 12/ Does not include midwestern round red potatoes

N/A = Not available.

Summary table 2.--Selected vegetables: Seasonal average retail prices, spreads and grower and packer returns, Chicago and New York City, 1967/68-1974/75

Commodity and season	Chicago				New York City			
	Retail price	Wholesale-retail spread 1/	Shipping point-wholesale spread 1/	Grower and packer returns 1/	Retail price	Wholesale-retail spread 1/	Shipping point-wholesale spread 1/	Grower and packer returns 1/
	Cents per pound							
Cabbage								
1967/68	14.1	7.2	2.5	4.4	13.3	6.5	2.5	4.3
1968/69	14.2	8.3	1.9	4.0	13.3	7.7	1.8	3.8
1969/70	17.0	9.0	1.8	6.2	18.0	10.0	1.8	6.2
1970/71	15.1	8.3	2.9	3.9	15.0	7.8	2.9	4.3
1971/72	16.7	8.9	2.8	5.0	16.2	8.8	2.4	5.0
1972/73	17.6	8.2	3.0	6.4	19.4	9.7	1.9	7.8
1973/74	18.4	10.2	3.1	5.1	18.6	9.8	3.7	5.1
1974/75	17.9	8.9	3.3	5.9	18.8	9.8	3.4	5.6
Carrots								
1968	17.8	7.4	2.7	7.7	19.7	8.2	3.7	7.8
1969	17.9	6.6	3.0	8.3	19.3	7.6	3.5	8.2
1970	17.6	8.3	2.2	7.1	18.9	9.3	2.7	6.9
1971	21.7	8.0	3.6	10.1	22.7	8.8	4.0	9.9
1972	20.9	8.4	3.2	9.3	22.9	9.6	4.0	9.3
1973	21.7	8.5	3.8	9.4	23.9	10.3	4.2	9.4
1974	22.1	9.8	3.0	9.3	23.9	10.2	4.3	9.4
1975	27.0	11.3	4.9	10.8	27.6	11.3	5.8	10.5
Celery, California								
1968	15.7	7.3	3.6	4.8	17.1	8.0	4.5	4.6
1969	18.8	7.9	4.5	6.4	19.0	8.0	5.0	6.0
1970	19.5	9.0	4.4	6.1	21.3	10.3	5.2	5.8
1971	19.1	9.8	4.3	5.0	21.2	9.9	6.2	5.1
1972	23.5	12.4	4.7	6.4	23.2	12.0	5.1	6.1
1973	24.2	12.4	4.9	6.9	24.6	11.7	6.2	6.7
1974	23.6	11.8	5.7	6.1	25.9	13.1	6.4	6.4
1975	27.2	12.7	6.9	7.6	27.7	11.0	8.1	8.6
Celery, Florida								
1967/68	16.5	8.6	2.1	5.8	16.5	8.2	2.5	5.8
1968/69	17.8	8.6	3.2	6.0	18.2	9.3	2.8	6.1
1969/70	21.9	12.0	3.2	6.7	21.6	12.1	2.9	6.6
1970/71	17.0	10.2	2.3	4.5	19.6	12.8	2.3	4.5
1971/72	26.8	14.9	3.7	8.2	26.9	15.2	3.3	8.4
1972/73	23.9	13.7	3.5	6.7	24.5	14.6	3.1	6.8
1973/74	22.2	13.9	3.3	5.0	23.4	15.6	2.9	4.9
1974/75	24.2	14.3	4.0	5.9	24.3	14.4	4.2	5.7
Corn, sweet								
1968	15.3	3.5	4.6	7.2	16.6	5.6	3.9	7.1
1969	14.6	3.9	4.2	6.5	16.5	6.1	4.1	6.3
1970	14.6	3.4	4.3	6.9	17.6	7.0	3.8	6.8
1971	17.5	6.3	3.0	8.2	20.3	8.0	3.4	8.3
1972	17.4	5.0	4.9	7.5	20.0	8.0	4.5	7.5
1973	18.2	6.1	4.8	7.3	21.3	8.9	5.1	7.3
1974	20.6	6.7	5.8	8.1	21.4	8.0	5.5	7.9
1975								
Cucumbers								
1967/68	27.2	13.9	3.2	10.1	22.1	9.7	3.2	9.2
1968/69	34.3	15.8	3.8	14.7	29.0	8.5	5.5	15.0
1969/70	32.7	17.9	1.6	13.2	28.9	13.7	3.2	12.0
1970/71	30.8	14.6	4.2	12.0	28.6	12.0	4.4	12.2
1971/72	27.1	11.7	2.5	12.9	29.7	13.4	4.0	12.3
1972/73	30.1	13.9	2.3	13.9	30.3	13.8	4.3	12.2
1973/74	31.6	14.8	2.4	14.4	32.7	12.0	5.3	15.4
1974/75	36.6	16.7	3.9	16.0	36.0	14.9	5.0	16.1
Lettuce								
1968	14.9	5.7	4.3	4.9	16.2	5.8	5.6	4.8
1969	16.6	7.0	4.0	5.6	17.9	6.2	6.0	5.7
1970	16.2	6.6	4.5	5.1	18.3	8.1	5.2	5.0
1971	18.8	7.6	5.3	5.9	20.8	8.4	6.8	5.6
1972	17.2	6.0	5.4	5.8	21.1	8.9	6.4	5.8
1973	24.5	9.3	6.2	9.0	26.9	10.8	7.3	8.8
1974	29.7	14.9	6.6	8.2	26.9	10.8	7.7	8.4
1975	23.8	8.6	8.0	7.2	25.4	8.8	9.6	7.0
Onions, storage								
1967/68	14.5	8.5	1.0	5.0	12.4	6.7	.6	5.1
1968/69	13.3	9.2	1.0	3.1	12.8	8.4	.9	3.5
1969/70	16.4	9.6	.9	5.9	15.3	8.1	1.1	6.1
1970/71	13.1	9.2	1.0	2.9	12.6	8.4	1.3	2.9
1971/72	15.6	10.2	1.0	4.4	14.0	8.5	1.2	4.3
1972/73	23.5	12.3	1.0	10.2	23.6	10.7	1.1	11.8
1973/74	21.9	13.4	1.4	7.1	21.4	11.1	1.5	8.8
1974/75	18.9	11.8	1.8	5.3	20.0	13.0	1.1	5.9

See footnotes at end of table.

Continued --

Summary table 2.--Selected vegetables: Seasonal average retail prices, marketing spreads, and grower and packer returns, Chicago and New York City, 1967/68-1974/75 --Continued

Commodity and season	Chicago				New York City			
	Retail price	Wholesale-retail spread 1/	Shipping point- : wholesale spread 1/	Grower and packer returns 1/	Retail price	Wholesale-retail spread 1/	Shipping point- : wholesale spread 1/	Grower and packer returns 1/
	Cents per pound							
Peppers, green								
1968	43.4	15.6	7.9	19.9	38.6	13.6	5.0	20.0
1969	44.4	21.2	5.2	18.6	39.6	18.2	3.2	18.2
1970	65.8	19.5	9.9	36.4	58.9	19.9	6.3	32.7
1971	64.0	20.0	8.5	35.5	58.1	18.4	4.4	35.3
1972	52.6	18.8	10.3	23.5	51.4	19.8	8.7	22.9
1973	56.4	20.8	9.5	24.1	56.6	21.4	9.4	25.8
1974	63.2	30.5	7.7	25.0	55.5	26.3	4.5	24.7
1975	63.4	31.6	9.1	22.7	58.3	28.1	7.3	22.9
Potatoes, russet								
1967/68	10.8	6.1	2.0	2.7	11.8	6.3	2.7	2.8
1968/69	10.8	4.9	1.7	4.2	12.6	5.6	2.7	4.3
1969/70	12.4	6.4	2.1	3.9	13.7	6.8	3.0	3.9
1970/71	11.8	6.3	2.2	3.3	13.8	7.2	3.4	3.2
1971/72	12.6	6.8	2.4	3.4	14.0	7.1	3.6	3.3
1972/73	15.6	7.9	2.2	5.5	16.0	7.0	3.5	5.5
1973/74	20.6	9.1	2.4	9.1	21.6	8.8	3.6	9.2
1974/75	18.0	10.6	2.7	5.3	19.0	8.9	4.6	5.5
Spinach								
1967/68	43.6	28.9	5.8	8.9	54.4	40.0	5.5	8.9
1968/69	45.0	25.6	10.2	9.2	52.8	37.7	6.0	9.1
1969/70	49.1	33.9	5.2	10.0	59.2	43.9	5.4	9.9
1970/71	52.6	36.6	2.7	13.3	60.3	42.6	4.2	13.5
1971/72	62.9	42.8	5.4	14.7	68.6	49.7	4.2	14.7
1972/73	73.1	49.6	10.3	13.2	70.4	50.0	7.1	13.3
1973/74	79.7	59.8	3.4	16.5	76.5	51.4	8.8	16.3
1974/75	100.2	73.9	6.7	19.6	89.6	57.4	13.7	18.5
Sweetpotatoes								
1967/68	17.8	6.2	1.9	9.7	18.9	6.2	2.7	10.0
1968/69	17.9	6.3	1.9	9.7	20.6	8.7	2.3	9.6
1969/70	16.7	5.6	2.2	8.9	19.3	7.8	2.6	8.9
1970/71	17.6	6.6	2.4	8.6	20.9	9.2	3.1	8.6
1971/72	21.0	7.4	2.2	11.4	23.4	8.9	3.5	11.0
1972/73	22.2	8.2	2.6	11.4	23.9	9.7	3.9	10.3
1973/74	28.4	10.0	3.1	15.3	29.6	10.8	3.3	15.5
1974/75	26.8	10.9	2.8	13.1	27.2	10.2	3.1	13.9
Tomatoes, vine-ripe								
1968	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
1969	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
1970	48.8	16.9	6.4	25.5	54.5	22.8	5.9	25.8
1971	50.0	14.3	6.1	29.6	59.9	23.0	7.8	29.1
1972	48.7	14.5	6.8	27.4	57.2	22.6	6.9	27.7
1973	47.0	8.3	4.6	34.1	62.8	18.1	11.1	33.6
1974	59.3	14.9	6.7	37.7	70.5	20.7	11.1	38.7
1975	62.0	23.0	6.8	32.2	66.7	25.2	8.9	32.6

1/ For quantity of product equivalent to 1 pound sold to consumers: Because of losses and waste and spoilage during marketing, the equivalent quantity exceeds 1 pound.  
N/A = not available.

## GLOSSARY

Retail Price - Bureau of Labor Statistics (BLS) estimate of the average price per pound paid for a commodity by customers in a sample of retail stores in a given city on the first consecutive Tuesday, Wednesday, and Thursday of the month.

Retail Value - The dollar value of a specified container of a commodity sold at retail after allowing for waste and loss incurred in the marketing process.

Wholesale Price - The Federal-State Fruit and Vegetable Market News estimate of the average price received for a specified commodity sold in less than carlot quantities by a broad sample of first wholesale handlers in a given market on Tuesday of the 3-day pricing period used by BLS.

Shipping Point Price (f.o.b.) - The Federal-State Fruit and Vegetable Market News estimate of the simple average of the midpoint range of daily prices for a specified container of a commodity received by a broad sample of shippers in representative shipping districts during the week preceding the retail pricing week. F.o.b. refers to terms of purchase where the buyer pays the transportation charges and assumes all risks of damage and delay in transit not caused by the shipper.

Wholesale-Retail Spread - The retail value of a specified container of a commodity less its wholesale price. This spread is the amount received by those who perform the functions of retailing, intracity transportation, and secondary wholesaling.

Shipping Point-Wholesale Spread - The wholesale price of a specified container of a commodity less its shipping point price. This spread is the amount received by those who perform the functions of transporting from shipping point to the terminal market and first wholesaling in the terminal market.

Grower and Packer Returns - The amount received by those who perform the functions of growing and packing a specified amount of a commodity. The growing and packing may or may not be performed by the same individual. The grower and packer return is equivalent to and is measured by the f.o.b. shipping point price.

# **Prices and Spreads for Selected Fresh Vegetables Sold in Major Markets, 1967/68-1974/75**

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## **INTRODUCTION**

The spread between the shipping point price for a given amount of a commodity and its retail value (adjusted for waste and loss incurred in the marketing channel) is the total of charges made by marketing agencies involved in moving the commodity from the shipping point to the consumer. This total spread may be divided into component parts. Rapidly rising food prices in recent years have focused attention on the size of the total spread and the distribution of the consumer's dollar among its component parts and the grower and packer.

This report contains monthly and seasonal prices, spreads, and grower and packer returns for 13 vegetables sold fresh in selected U.S. markets (the markets differing by vegetable). The general format follows earlier publications cited in the preface. These reports collectively provide 19 seasons of detailed price spread data on major fresh fruits and vegetables. However, for some commodities, it was not possible to maintain a continuous series over the entire period.

## **SOURCES OF DATA**

Vegetable prices are reported at three points in the marketing channel--retail, wholesale, and shipping point.

Retail prices supplied by the Bureau of Labor Statistics (BLS) were those paid by consumers in a sample of food stores in selected urban areas. Prices were collected by trained BLS enumerators on the first consecutive Tuesday, Wednesday, and Thursday of each month, except for changes because of holidays or special events.

Wholesale prices, supplied by the Federal-State Fruit and Vegetable Market News Service, are collected daily by Market News reporters stationed in major markets throughout the United States. The reporters obtain prices from first wholesale handlers on sales of less than carlot quantities and report them by grade, type of container, origin, and other factors.

Shipping point f.o.b. prices were also supplied by the Federal-State Market News Service. These prices are an average of the midpoint of the range of daily prices received by a broad sample of shippers in representative shipping districts. For most commodities, prices are reported by grade, size, pack, and other relevant information. But for commodities not sold under U.S. grades, shipping point prices are for stocks of "generally good merchantable quality."

Production data were taken or compiled from Statistical Reporting Service estimates. Fresh market data are used if available; if not, data include the fresh and processed markets.

Per capita consumption data are from published and unpublished reports of the Economic Research Service.

Carlot unload data used in weighting monthly prices are from the Agricultural Marketing Service.

#### METHODOLOGY

In this report, dates of pricing are lagged between each level of the marketing channel to approximate the actual time required for commodities to move through the channel. As retail prices were collected on Tuesday, Wednesday, and Thursday of a specified week, wholesale prices were obtained for Tuesday of the same week. Shipping point prices used are averages of the week preceding the wholesale and retail pricing week. All prices for a given commodity are matched as closely as possible in grade, size, variety, and origin.

This report presents the seasonal average retail price per consumer unit such as a pound, head, or dozen for each vegetable sold in selected cities. Retail prices are shown for seasons prior to 1967/68, where data are available. Monthly and seasonal average retail value, wholesale price, and shipping point price per carton for a given size of container are also shown. The retail value of a carton of a commodity is its value at retail after allowing for waste and loss incurred in marketing. The seasonal average price or value is an average of monthly prices or values weighted by monthly carlot unloads in the respective markets.

The shipping point price, which is the amount received by the grower and packer, is also shown as a percentage of the retail value. The price spreads between shipping point and wholesale, and between wholesale and retail are shown both in dollars and as percentages of the retail value.

The above statistics are also capsulized for all the major vegetables in two summary tables.

A number of the commodities included in this report had marketing seasons that included portions of 2 calendar years. Such seasonal data are designated with a "slash", i.e., 1974/75. In contrast, the hyphen is used to mean "through." Therefore 1974/75 refers to a single marketing season that includes parts of 1974 and 1975, and 1974-75 means 1974 through 1975.



## ASPARAGUS

### Consumption and Production

Asparagus for the fresh market is grown commercially in the spring in nine States. However, three States--California, Washington, and New Jersey--produce about 95 percent of the U.S. crop, with California accounting for about 75 percent of it (table 1). During 1963-75, production declined about 17 percent, with most of the reduction occurring in New Jersey. New Jersey's crop fell to a record low of 57,000 hundredweight (cwt.) in 1975, a fourth of 1963's output. California and Washington's production remained relatively stable during this period.

Consumption of fresh asparagus remained relatively stable during the period, ranging from 0.4 to 0.6 pound per person, averaging 0.5 pound in 1975.

### Prices and Value

Two widely separated markets were selected for pricing at wholesale and retail--New York City and Seattle. In both markets, the season begins in April with supplies from the important early spring California crop. Prices are normally reported for the New Jersey crop in New York City and the Washington crop in Seattle in May and June.

Seasonal average retail prices of asparagus are shown for Seattle since 1963 and for New York City and the United States since 1964 (table 2). Retail prices trended upward in all markets during this period, with most of the increase occurring since 1973. The U.S. average price was 72 cents per pound in 1975, 1.25 times that of 1964.

The retail value, wholesale price, and shipping point price of a 30-pound crate of asparagus sold in New York City or Seattle trended upward between 1968 and 1975 (tables 3 and 4). The wholesale price and retail value in both markets were usually responsive to changes in the shipping point price, by changing in the same direction.

### Spreads and Grower and Packer Returns

The wholesale price and retail value of asparagus in New York City were usually higher than in Seattle. The shipping point price of asparagus sold in New York City was usually lower than or the same as that sold in Seattle. Thus, the grower and packer share of the retail value was usually smaller for asparagus sold in New York City. The seasonal average grower and packer share ranged from 57 to 71 percent during the eight seasons in New York City and 68-76 percent in Seattle.

The two-city average retail value was \$20.36 per crate in 1975, more than double the 1968 value. The wholesale-retail spread increased from \$1.89 to \$5.28, and the shipping point-wholesale spread went up from \$1.07 to \$2.99 in the same period. Grower and packer returns almost doubled, but their most significant characteristic was their extreme season-to-season variability. For example, grower and packer returns were \$8.67 in 1969, up 24 percent from the previous year. They dropped to \$6.76 the following year, a 22-percent decline. In 1971, grower and packer returns jumped 24 percent again to \$8.39.

Returns to the grower and packer accounted for the largest share of the two-city average retail value, ranging from 58 to 70 percent during 1968-75. The wholesale-retail spread took the next largest share, ranging from 18 to 31 percent. The shipping point-wholesale spread ranged from 10 to 19 percent.

A simple trend analysis indicates that the retail value of asparagus in New York City and Seattle increased at an average annual rate of \$1.25 per crate during 1968-75. The wholesale-retail spread increased 44 cents per crate per year; the shipping point-wholesale spread, 19 cents; and grower and packer returns, 62 cents.

The grower and packer share of the retail value of asparagus decreased on the average about 1 percentage point per year. Other market shares increased slightly, but not by a significant amount. For the eight seasons, the grower and packer returns averaged 62 percent of the retail value; the wholesale-retail spread, 24 percent; and the shipping point-wholesale spread, 13 percent.



Table 1.--Asparagus: Production for fresh market, selected States and United States, 1963-75

Year	California	New Jersey	Washington	United States
<u>1,000 cwt.</u>				
1963	614	264	66	1,037
1964	585	243	78	1,000
1965	637	221	96	1,040
1966	461	199	115	847
1967	526	191	65	850
1968	598	148	86	892
1969	536	102	70	778
1970	679	126	81	944
1971	595	102	86	833
1972	704	92	71	922
1973	660	73	77	860
1974	608	64	108	824
1975	657	57	96	859

Table 2.--Asparagus: Seasonal average retail prices, United States and selected cities, 1968-75 1/

Year	United States <u>2/</u>	New York City <u>3/</u>	Seattle <u>3/</u>
<u>Cents per pound</u>			
1963	N/A	N/A	25.9
1964	32.0	29.9	26.2
1965	33.1	31.2	29.0
1966	39.0	41.8	30.8
1967	40.0	39.0	29.5
1968	40.3	36.4	36.2
1969	49.4	50.3	40.6
1970	46.6	43.5	36.8
1971	50.2	50.8	42.2
1972	53.6	49.4	44.7
1973	59.2	60.3	49.4
1974	62.1	62.2	52.3
1975	72.0	74.6	59.9

1/ 3-month weighted average (April-June).

2/ BLS U.S. monthly prices weighted by 41 cities' monthly unloads.

3/ BLS city monthly prices weighted by city monthly unloads.

N/A = Not available.

Table 3.--Asparagus, New York City: Prices, value, and spreads per crate and grower and packer returns and spreads as a percentage of retail value, by months and seasons, 1968-75 1/

Item	Apr.	May	June	Season average	Spreads	Apr.	May	June	Season average
<b>Prices and value</b>									
Retail value: 2/									
1968	8.90	11.52	10.46	9.94	Wholesale-retail:	1.15	2.27	3.21	1.87
1969	15.70	11.00	11.63	13.74	1968	3.70	3.75	3.33	3.66
1970	10.89	13.98	13.05	11.87	1969	2.64	4.73	4.80	3.47
1971	13.79	14.28	13.76	13.88	1970	1.79	3.28	5.76	2.70
1972	12.31	16.60	14.71	13.49	1971	2.56	2.60	4.71	2.88
1973	16.60	14.03	18.76	16.46	1972	5.35	3.78	7.76	5.38
1974	16.73	16.43	19.66	16.98	1973	5.23	1.93	5.41	4.67
1975	21.05	18.32	21.08	20.36	1974	5.05	5.57	6.83	5.28
					1975				
<b>Shipping point-</b>									
Wholesale price: 3/					wholesale:				
1968	7.75	9.25	7.25	8.07	1968	1.65	.17	.67	1.04
1969	12.00	7.25	8.30	10.08	1969	1.75	.24	1.86	1.34
1970	8.25	9.25	8.25	8.40	1970	1.87	2.37	.57	1.63
1971	12.00	11.00	8.00	11.18	1971	3.50	2.52	.45	2.83
1972	9.75	14.00	10.00	10.61	1972	1.35	5.50	1.76	2.21
1973	11.25	10.25	11.00	11.08	1973	1.85	1.37	1.53	1.75
1974	11.50	14.50	14.25	12.31	1974	1.00	4.60	3.80	1.92
1975	16.00	12.75	14.25	15.08	1975	3.20	2.50	2.47	2.99
<b>Shipping point price</b>									
(f.o.b.): 4/					Wholesale-retail as				
1968	5/ 6.10	9.08	6.58	7.03	a percentage of				
1969	5/10.25	7.01	6.44	8.74	retail value:				
1970	5/ 6.38	5/ 6.88	7.68	6.77	1968	13	20	31	19
1971	5/ 8.50	8.48	7.55	8.35	1969	24	34	29	27
1972	5/ 8.40	5/ 8.50	8.24	8.40	1970	24	34	37	29
1973	5/ 9.40	8.88	9.47	9.33	1971	13	23	42	20
1974	5/10.50	9.90	10.45	10.39	1972	21	16	32	21
1975	5/12.80	5/10.25	11.78	12.09	1973	32	27	41	33
					1974	31	12	28	28
					1975	24	30	32	26
<b>Grower and packer share</b>									
of retail value					Shipping point-wholesale				
1968	68	79	63	71	sale as a percentage				
1969	65	64	55	63	of retail value:				
1970	59	49	59	57	1968	19	1	6	10
1971	62	59	55	60	1969	11	2	16	10
1972	68	51	56	62	1970	17	17	4	14
1973	57	63	51	57	1971	25	18	3	20
1974	63	60	53	61	1972	11	33	12	17
1975	61	56	56	59	1973	11	10	8	10
					1974	6	28	19	11
					1975	15	14	12	15

1/ U.S. No. 1 large size, 30 pounds net weight per pyramid crate.	2/ Returns to retailer for salable asparagus (9-percent allowance for loss incurred during marketing).	3/ Origin same as shipping point.	4/ New Jersey, except as indicated 5/ California.
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Table 4.--Asparagus, Seattle: Prices, value, and spreads per crate and grower and packer returns and spreads as a percentage of retail value, by months and seasons, 1968-75 1/

Item	Apr.	May	June	Season average	Spreads	Apr.	May	June	Season average
	Dollars					Dollars			
Prices and value									
Retail value: 2/					Wholesale-retail:				
1968	9.39	10.24	9.96	9.88	: 1968	1.89	2.09	1.96	1.98
1969	11.85	10.18	11.06	11.08	: 1969	.15	2.18	2.71	1.42
1970	9.12	11.00	11.27	10.03	: 1970	1.37	2.25	2.47	1.83
1971	11.14	11.85	11.85	11.51	: 1971	1.39	1.60	2.20	1.64
1972	11.44	12.86	13.30	12.20	: 1972	1.79	2.16	2.65	2.16
1973	13.79	12.69	13.21	13.49	: 1973	1.17	2.04	2.59	2.33
1974	15.10	13.32	16.11	14.28	: 1974	N/A	N/A	N/A	N/A
1975	16.49	15.78	16.54	16.35	: 1975	N/A	N/A	N/A	N/A
Wholesale price: 3/					Shipping point-				
1968	7.50	8.15	8.00	7.90	: wholesale:	1.40	1.15	1.10	1.22
1969	11.70	8.00	8.35	9.66	: 1968	1.45	1.05	1.25	1.27
1970	7.75	8.75	8.80	8.20	: 1969	1.37	1.87	1.20	1.34
1971	9.75	10.25	9.65	9.87	: 1970	1.25	1.55	1.10	1.30
1972	9.65	10.15	10.65	10.04	: 1971	1.25	1.65	1.65	1.42
1973	12.62	10.65	10.62	11.16	: 1972	3.22	2.21	1.20	1.83
1974	N/A	N/A	N/A	N/A	: 1973	N/A	N/A	N/A	N/A
1975	N/A	N/A	N/A	N/A	: 1974	N/A	N/A	N/A	N/A
					: 1975	N/A	N/A	N/A	N/A
Shipping point price (f.o.b.): 4/					Wholesale-retail as				
1968	6.10	5/ 7.00	5/ 6.90	6.68	: a percentage of	20	21	20	20
1969	10.25	5/ 6.95	5/ 7.10	8.39	: retail value:	1	22	25	13
1970	6.38	5/ 6.88	5/ 7.60	6.86	: 1968	15	20	22	18
1971	8.50	5/ 8.70	5/ 8.55	8.57	: 1969	13	14	19	14
1972	8.40	8.50	5/ 9.00	8.62	: 1970	16	21	20	18
1973	9.40	8.44	5/ 9.42	9.33	: 1971	9	16	20	17
1974	10.50	10.50	5/11.00	10.54	: 1972	N/A	N/A	N/A	N/A
1975	12.80	10.25	5/11.15	11.62	: 1973	N/A	N/A	N/A	N/A
					: 1974	N/A	N/A	N/A	N/A
					: 1975	N/A	N/A	N/A	N/A
Grower and packer share of retail value					Shipping point-whole-				
1968	65	68	69	68	: sale as a percentage	15	11	11	12
1969	87	68	64	76	: of retail value:	12	10	11	11
1970	70	63	67	69	: 1968	15	17	11	13
1971	76	73	72	75	: 1969	11	13	9	11
1972	68	66	68	71	: 1970	11	11	12	11
1973	68	67	71	69	: 1971	23	17	9	14
1974	70	79	68	74	: 1972	N/A	N/A	N/A	N/A
1975	78	65	67	71	: 1973	N/A	N/A	N/A	N/A
					: 1974	N/A	N/A	N/A	N/A
					: 1975	N/A	N/A	N/A	N/A

1/ U.S. No. 1 large size, 30 pounds net weight per pyramid crate. 2/ Returns to retailer for salable asparagus (9-percent allowance for loss incurred during marketing). 3/ Origin same as shipping point. 4/ California, except as indicated. 5/ Washington.  
N/A = Not available.

## CABBAGE

### Consumption and Production

Per capita consumption of cabbage (fresh and sauerkraut) has remained relatively stable at about 11 pounds since the early 1960's with fresh cabbage representing about 80 percent. In 1975, 8.7 pounds of fresh cabbage and 2.1 pounds of sauerkraut were consumed per person.

The December-May season used for pricing cabbage approximates the period of the winter and spring crop. Spring cabbage for the fresh and processing market is grown commercially in 15 States, and the winter crop is grown in only five of these States. Florida and Texas are leading producers of both winter and spring cabbage, accounting for nearly two-thirds of the U.S. crop. Florida alone has accounted for about 40 percent of U.S. winter and spring cabbage in recent years (table 5).

U.S. winter and spring cabbage production was 9.336 million cwt. in 1975, only 20,000 cwt. more than in 1963. The size of the crop fluctuated yearly, but did not establish any clear trend in this period. However, production in Florida increased 58 percent to a record 4.47 million cwt. in 1975.

### Prices and Value

Two important markets were selected for pricing at wholesale and retail--Chicago and New York City. During December-May, Florida supplies about two-thirds of all cabbage unloads in New York City, and Texas is the big supplier of Chicago's cabbage, accounting for nearly 40 percent of the unloads. Therefore, Florida cabbage was priced in New York City and Texas cabbage in Chicago. Prices are for domestic round or Danish types of cabbage almost exclusively, as no red cabbage was priced.

Seasonal average retail prices are shown for the United States and Chicago since 1963/64 and for New York City since 1967/68 in table 6. The U.S. seasonal average retail price increased from 10.5 cents per pound in 1963/64 to 16.9 cents in 1974/75, or about 60 percent. In most seasons, retail prices were higher in both Chicago and New York City than the U.S. average, but price increases for Chicago and New York City were similar to U.S. price changes. Season-to-season changes in retail prices in all markets were relatively small, compared with those of many other vegetables.

The retail value, wholesale price, and shipping point price of a 50-pound crate of cabbage sold in Chicago and New York City trended upward during 1967/68-1974/75 (tables 7 and 8). Monthly and seasonal average prices at all three marketing levels were similar for both Chicago and New York City. The seasonal average shipping point price of Texas cabbage sold in Chicago ranged from \$1.79 to \$2.96 per crate, and Florida cabbage sold in New York City ranged from \$1.75 to \$3.64. The wholesale price ranged from \$2.75 to \$4.34 in Chicago and \$2.58 to \$4.52 in New York City. The retail value ranged from \$6.56 to \$8.56 in Chicago and from \$6.18 to \$9.02 in New York City.

### Spreads and Grower and Packer Returns

The wholesale-retail spread and the shipping point-wholesale spread trended upward in both Chicago and New York City during 1967/68-1974/75 (tables 9 and 10).

The two-city average retail value was \$8.67 per crate in 1974/75, about 40 percent more than seven seasons earlier. The wholesale-retail spread increased from \$3.04 to

\$4.47, and the shipping point-wholesale spread rose from \$1.18 to \$1.55. Grower and packer returns were \$2.65 in 1974/75, about one-third higher than in 1967/68.

The wholesale-retail spread took the largest share of the two-city average retail value, ranging from 49 to 55 percent. The shipping point-wholesale spread's share of the retail value ranged from 10 to 18 percent. The grower and packer share ranged from 28 to 35 percent.

A simple trend analysis indicates that the two-city retail value increased an average of 37 cents per crate per season during 1967/68-1974/75. During the same period, the wholesale-retail spread went up 17 cents; the shipping point-wholesale spread, 8 cents; and grower and packer returns, 12 cents.

The market shares, or percentage of the retail value in Chicago and New York City going to the grower and packer and to other market factors, did not show any significant trend over the period. For the eight seasons, the wholesale-retail spread averaged 53 percent of the retail value; the shipping point-wholesale spread, 16 percent; and grower and packer returns, 31 percent.

Table 5.--Cabbage, winter and spring Production for fresh market and processing, selected States and United States, 1963-75

Year	Florida	Texas	Other States	United States
1,000 Cwt.				
1963	2,835	2,275	4,206	9,316
1964	2,573	2,405	3,987	8,965
1965	2,261	2,813	3,817	8,891
1966	2,973	2,430	3,725	9,128
1967	3,234	2,470	4,316	10,020
1968	3,910	1,875	4,160	9,945
1969	4,048	2,625	3,206	9,879
1970	2,923	3,040	3,657	9,620
1971	3,280	2,443	3,375	9,098
1972	3,292	2,502	3,250	9,044
1973	3,687	3,418	2,906	10,011
1974	3,892	2,556	3,265	9,713
1975	4,470	2,082	2,784	9,336

Table 6.--Cabbage: Seasonal average retail prices, United States and selected cities, 1963/64-1974/75 <sup>1/</sup>

Year	United States <sup>2/</sup>	Chicago <sup>3/</sup>	New York City <sup>3/</sup>
Cents Per Pound			
1963/64	10.5	11.4	N/A
1964/65	11.2	11.8	N/A
1965/66	12.2	13.1	N/A
1966/67	12.0	13.4	N/A
1967/68	12.3	14.1	13.3
1968/69	12.7	14.2	13.3
1969/70	15.9	17.0	18.0
1970/71	13.2	15.1	15.0
1971/72	17.0	16.7	16.2
1972/73	17.0	17.6	19.4
1973/74	16.4	18.4	18.6
1974/75	16.9	17.9	18.8

<sup>1/</sup> 6-month weighted average (Dec.-May).

<sup>2/</sup> BLS U.S. monthly prices weighted by 41 cities' monthly unloads.

<sup>3/</sup> BLS city monthly prices weighted by city monthly unloads.

N/A = Not available.



Table 7.-Cabbage, Chicago: Prices and value per crate and grower and packer returns as a percentage of retail value, by months and seasons, 1967/68-1974/75 <sup>1/</sup>

Item	Dec.	Jan.	Feb.	Mar.	Apr.	May	Season average
<u>Dollars</u>							
Prices and value							
Retail value: <sup>2/</sup>							
1967/68	5.30	6.46	7.39	6.56	6.37	6.88	*5.56
1968/69	6.70	7.44	6.32	6.09	6.37	6.46	6.60
1969/70	7.72	7.95	8.37	8.04	7.30	8.09	7.91
1970/71	6.60	6.51	7.30	7.44	7.16	7.02	7.02
1971/72	8.23	8.00	8.00	7.72	6.84	7.25	7.77
1972/73	7.39	7.25	7.02	8.84	8.74	10.93	8.18
1973/74	8.37	8.32	8.23	9.25	8.09	8.65	8.56
1974/75	7.81	8.23	8.70	8.37	7.91	8.23	8.32
Wholesale price <sup>3/</sup> :							
1967/68	2.50	3.35	3.25	3.15	3.10	3.50	*3.20
1968/69	3.50	3.35	2.25	2.35	2.35	2.25	2.75
1969/70	4.00	3.85	3.25	3.75	3.75	4.35	3.74
1970/71	2.90	3.25	3.75	2.75	3.40	4.40	3.15
1971/72	4.40	3.65	4.00	3.00	3.00	3.75	3.64
1972/73	3.25	3.50	3.50	5.50	5.15	6.00	4.34
1973/74	3.15	4.25	4.25	4.00	3.50	4.00	3.83
1974/75	4.75	4.65	4.25	3.75	4.50	4.35	4.25
<u>Percent</u>							
Shipping point price							
(f.o.b.): <sup>4/</sup>							
1967/68	N/A	1.62	2.56	2.00	1.78	2.75	*2.02
1968/69	2.48	2.37	1.47	1.48	1.45	2.15	1.85
1969/70	3.00	2.72	3.18	2.78	2.95	2.72	2.91
1970/71	1.72	1.50	2.10	1.66	2.10	2.65	1.79
1971/72	3.32	2.50	2.25	1.82	1.62	2.88	2.35
1972/73	1.98	2.04	2.00	4.06	3.78	4.85	2.96
1973/74	2.25	2.58	2.25	2.75	2.10	2.20	2.39
1974/75	2.58	2.75	2.94	2.76	2.55	2.52	2.73
Grower and packer share							
of retail value							
1967/68	N/A	25	35	30	28	40	*31
1968/69	37	32	23	24	23	33	28
1969/70	39	34	38	35	40	34	37
1970/71	26	23	29	22	29	38	26
1971/72	40	31	28	24	24	40	30
1972/73	27	28	29	46	43	44	36
1973/74	27	31	27	30	26	25	28
1974/75	33	33	34	33	32	31	33

<sup>1/</sup> U.S. No.1, 50 pounds net weight per crate, domestic round type. <sup>2/</sup> Returns to retailer for salable cabbage (7-percent allowance for loss incurred during marketing). <sup>3/</sup> Origin same as shipping point. <sup>4/</sup> Texas.  
\*5-month average. N/A = Not available.

Table 8.--Cabbage, New York City: Prices and value per crate and grower and packer returns as a percentage of retail value, value, by months and seasons, 1967/68-1974/75 <sup>1/</sup>

Item	Dec.	Jan.	Feb.	Mar.	Apr.	May	Season average
Dollars							
<u>Prices and value</u>							
Retail value: <sup>2/</sup>							
1967/68 .....	5.07	5.77	6.42	6.21	5.95	6.65	*6.18
1968/69 .....	6.32	7.44	6.00	5.95	5.72	6.14	6.18
1969/70 .....	7.49	9.17	9.07	8.84	7.95	7.58	*8.35
1970/71 .....	6.15	6.14	7.52	7.07	7.16	7.25	6.96
1971/72 .....	6.70	8.32	7.95	7.25	6.98	7.53	7.53
1972/73 .....	7.02	7.90	7.86	9.72	9.44	11.11	9.02
1973/74 .....	8.23	9.07	8.42	9.21	8.04	8.46	8.65
1974/75 .....	N/A	8.84	8.56	8.93	8.93	8.42	*8.74
<u>Wholesale price: <sup>3/</sup></u>							
1967/68 .....	N/A	3.25	2.75	3.25	2.75	4.00	*3.17
1968/69 .....	4.75	3.50	2.00	2.50	1.85	2.75	2.58
1969/70 .....	N/A	3.50	3.75	3.50	3.50	3.75	*3.70
1970/71 .....	2.75	2.75	4.00	2.85	3.25	4.15	3.32
1971/72 .....	5.25	2.65	3.62	3.35	2.85	3.75	3.43
1972/73 .....	3.38	3.75	3.38	5.25	4.88	5.75	4.52
1973/74 .....	3.50	3.75	5.00	4.12	3.50	4.75	4.11
1974/75 .....	N/A	4.12	4.25	3.88	4.00	5.00	*4.19
<u>Shipping point price</u>							
(f.o.b.): <sup>4/</sup>							
1967/68 .....	N/A	1.62	2.55	2.02	1.58	2.48	*1.99
1968/69 .....	3.25	2.62	1.48	1.50	1.25	1.82	1.75
1969/70 .....	N/A	3.25	3.20	2.94	2.72	2.50	*2.87
1970/71 .....	1.56	1.50	2.30	1.62	2.10	2.60	1.98
1971/72 .....	3.75	2.38	2.12	2.00	1.70	2.66	2.32
1972/73 .....	2.50	2.54	2.28	4.75	4.00	4.95	3.64
1973/74 .....	2.38	2.67	2.22	2.68	1.92	2.38	2.25
1974/75 .....	N/A	2.84	2.65	2.50	2.68	2.50	*2.63
<u>Grower and packer share of</u>							
retail value	Percent						
1967/68 .....	N/A	28	40	32	26	37	*32
1968/69 .....	51	35	24	25	22	30	28
1969/70 .....	N/A	35	35	33	34	33	*34
1970/71 .....	26	25	30	23	29	35	29
1971/72 .....	56	29	27	27	24	35	31
1972/73 .....	36	32	29	49	43	44	40
1973/74 .....	29	29	26	29	24	27	28
1974/75 .....	N/A	32	31	28	30	30	*30

<sup>1/</sup> U.S. No. 1, 50 pounds net weight per crate, domestic round type. <sup>2/</sup> Returns to retailer for salable cabbage (7-percent allowance for loss incurred during marketing). <sup>3/</sup> Origin same as shipping point. <sup>4/</sup> Florida.  
\*5-month average. N/A = Not available.



Table 9.--Cabbage, Chicago: Spreads per crate and as a percentage of the retail value, by months and seasons, 1967/68-1974/75 1/

Spread	Dec.	Jan.	Feb.	Mar.	Apr.	May	Season average
<u>Dollars</u>							
<b>Wholesale-retail:</b>							
1967/68 .....	2.80	3.11	4.14	3.41	3.27	3.38	*3.36
1968/69 .....	3.20	4.09	4.07	3.74	4.02	3.81	3.85
1969/70 .....	3.72	4.10	5.12	4.29	3.55	3.74	4.17
1970/71 .....	3.70	3.26	3.55	4.69	3.76	3.87	3.87
1971/72 .....	3.83	4.35	4.00	4.72	3.84	3.50	4.13
1972/73 .....	4.14	3.75	3.52	3.34	3.59	4.93	3.84
1973/74 .....	5.22	4.07	3.98	5.25	4.59	4.65	4.73
1974/75 .....	3.06	3.58	4.45	4.62	3.41	3.88	4.07
<b>Shipping point-wholesale:</b>							
1967/68 .....	N/A	1.73	.69	1.15	1.32	.75	*1.18
1968/69 .....	1.02	.98	.78	.87	.90	.50	.90
1969/70 .....	1.00	1.13	.07	.97	.80	1.63	.83
1970/71 .....	1.18	1.75	1.65	1.09	1.30	1.75	1.36
1971/72 .....	1.08	1.15	1.75	1.18	1.38	.87	1.29
1972/73 .....	1.27	1.46	1.50	1.44	1.37	1.15	1.38
1973/74 .....	.90	1.67	2.00	1.25	1.40	1.80	1.44
1974/75 .....	2.17	1.90	1.31	.99	1.95	1.83	1.52
<b>Wholesale-retail as a percentage of retail value:</b>							
1967/68 .....	53	48	56	52	51	49	*51
1968/69 .....	48	55	65	62	63	59	58
1969/70 .....	48	52	61	53	49	46	53
1970/71 .....	56	50	49	63	53	37	55
1971/72 .....	47	55	50	61	56	48	53
1972/73 .....	56	52	50	38	41	45	47
1973/74 .....	62	49	49	57	57	54	55
1974/75 .....	39	44	51	55	43	47	49
<b>Shipping point-wholesale as a percentage of retail value:</b>							
1967/68 .....	N/A	27	9	18	21	11	*18
1968/69 .....	15	13	12	14	14	8	14
1969/70 .....	13	14	1	12	11	20	10
1970/71 .....	18	27	22	15	18	25	19
1971/72 .....	13	14	22	15	20	12	17
1972/73 .....	17	20	21	16	16	11	17
1973/74 .....	11	20	24	13	17	21	17
1974/75 .....	28	23	15	12	25	22	18

1/ U.S. No. 1, 50 pounds net weight per crate, domestic round type.

\*5-month average. N/A = Not available.

Table 10.--Cabbage, New York City: Spreads per crate and as a percentage of the retail value, by months and seasons, 1967/68-1974/75 1/

Spreads	Dec.	Jan.	Feb.	Mar.	Apr.	May	Season average
<u>Dollars</u>							
<b>Wholesale-retail:</b>							
1967/68 .....	N/A	2.52	3.67	2.96	3.20	2.65	*3.01
1968/69 .....	6.57	3.94	4.00	3.45	3.87	3.39	3.60
1969/70 .....	N/A	5.67	5.32	5.34	4.45	3.83	*4.65
1970/71 .....	3.40	3.39	3.52	4.22	3.91	3.10	3.64
1971/72 .....	1.45	5.67	4.33	3.90	4.13	3.78	4.10
1972/73 .....	5.64	4.15	4.48	4.47	4.56	5.36	4.50
1973/74 .....	4.73	5.32	3.42	5.09	4.54	3.71	4.54
1974/75 .....	N/A	4.72	4.31	5.05	4.93	3.42	*4.55
<b>Shipping point-wholesale:</b>							
1967/68 .....	N/A	1.63	.20	1.23	1.17	1.52	*1.18
1968/69 .....	1.50	.88	.52	1.00	.60	.93	.83
1969/70 .....	N/A	.25	.55	.56	.78	1.25	*.83
1970/71 .....	1.19	1.25	1.70	1.23	1.15	1.55	1.34
1971/72 .....	1.50	.27	1.50	1.35	1.15	1.09	1.11
1972/73 .....	.88	1.21	1.10	.50	.88	.85	.88
1973/74 .....	1.12	1.08	2.78	1.44	1.58	2.50	1.73
1974/75 .....	N/A	1.28	1.60	1.38	1.32	2.50	*1.56
<b>Wholesale-retail as a percentage of retail value:</b>							
1967/68 .....	N/A	44	57	48	54	40	*49
1968/69 .....	25	53	67	58	68	55	58
1969/70 .....	N/A	62	59	61	56	51	*56
1970/71 .....	55	55	47	60	55	43	52
1971/72 .....	22	68	54	54	59	50	54
1972/73 .....	52	53	57	46	48	48	50
1973/74 .....	57	59	41	55	56	44	52
1974/75 .....	N/A	53	50	57	55	40	*52
<b>Shipping point-wholesale as a percentage of retail value:</b>							
1967/68 .....	N/A	28	3	20	20	23	*19
1968/69 .....	24	12	9	17	10	15	14
1969/70 .....	N/A	3	6	6	10	16	*10
1970/71 .....	19	20	23	17	16	22	19
1971/72 .....	22	3	19	19	17	15	15
1972/73 .....	12	15	14	5	9	8	10
1973/74 .....	14	12	33	16	20	29	20
1974/75 .....	N/A	15	19	15	15	30	18*

1/ U.S. No. 1, 50 pounds net weight per crate, domestic round type.  
 \*5-month average. N/A = Not available.

## CARROTS

### Consumption and Production

Per capita consumption of fresh carrots has fluctuated from 6.5 to 7.5 pounds since 1963, but has not established any significant trend. In 1975, it was 6.8 pounds.

Commerical production of carrots for the fresh and processing markets is reported for 13 States. However, two States--California and Texas--account for about two-thirds of the crop, with California growing over one-half of the U.S. crop (table 11). California and Texas are the only States which produce carrots in each month of the year.

The U.S. carrot crop was 18.9 million cwt. in 1975, about 5 percent more than in 1963. Most of the increase occurred in California, where carrot production went up 53 percent during this period, increasing the State's share of the U.S. crop from 36 percent to 52. The Texas crop, on the other hand, was about one-half of its 1963 level.

### Prices and Value

Two major markets--Chicago and New York City--were selected for pricing at wholesale and retail. California carrots were priced at shipping point and at wholesale in each market, as they are available year around in both markets, and are in plentiful supply. For example, in 1974, California supplied about 75 percent of the carrot unloads in New York City and 65 percent in Chicago.

Seasonal average retail prices of carrots are shown for Chicago, New York City, and the United States for 1963-75 in table 12. The U.S. retail price averaged 27.1 cents a pound in 1975, 12.3 cents higher than in 1963. The retail price almost doubled in Chicago and increased 79 percent in New York City in the same period.

The retail value, wholesale price, and shipping point price of a carton of 48 1-pound film bags of carrots sold in Chicago and New York City trended upward during 1968-75 (tables 13 and 14). Monthly and seasonal average wholesale prices and retail values in both markets were usually responsive to changes in shipping point prices. Both retail values and wholesale prices were usually higher in New York City than in Chicago.

### Spreads and Grower and Packer Returns

The wholesale-retail spread and the shipping point-wholesale spread trended upward in both Chicago and New York City during 1968-75 (tables 15 and 16). However, both spreads were usually larger in New York City than in Chicago--the wholesale-retail spread by 19-81 cents per carton, and the shipping point-wholesale spread by 18-57 cents.

Seasonal average price spread data for carrots sold in Chicago and New York City are shown in figure 1. The two-city average retail value was \$12.79 per carton in 1975, about 44 percent more than in 1968. The two-city wholesale-retail spread increased from \$3.71 to \$5.24, and the shipping point-wholesale spread, from \$1.55 to \$2.60. The grower and packer returns increased 36 percent, from \$3.63 to \$4.95.

A simple trend line was fitted to the data in figure 1. Results indicate that the retail value of carrots in Chicago and New York City increased an average of 53 cents

per carton per year during 1968-75; the wholesale-retail spread, 22 cents; the shipping point-wholesale spread, 13 cents; and grower and packer returns, 18 cents.

The two-city market shares did not show any significant trend over the period. For the eight seasons, the wholesale-retail spread averaged 42 percent of the retail value; the shipping point-wholesale spread, 17 percent; and grower and packer returns, 41 percent.

Table 11.--Carrots: Production for fresh market and processing, selected States and United States, 1963-75

Year	California		Texas		Other States		United States
	Quantity	Percentage of total	Quantity	Percentage of total	Quantity	Percentage of total	
	1,000 cwt.	Percent	1,000 cwt.	Percent	1,000 cwt.	Percent	1,000
1963	6,477	36	5,610	31	5,928	33	18,015
1964	5,671	35	5,275	33	5,270	32	16,216
1965	6,330	36	5,240	30	5,899	34	17,469
1966	6,830	40	4,070	23	6,315	37	17,215
1967	6,761	39	4,539	26	6,201	35	17,501
1968	8,482	44	3,785	20	6,875	36	19,142
1969	7,310	39	4,583	25	6,608	36	18,501
1970	7,479	41	4,321	24	6,390	35	18,190
1971	8,641	47	3,848	21	5,909	32	18,398
1972	10,073	51	3,299	17	6,233	32	19,605
1973	9,941	45	3,612	16	8,503	39	22,056
1974	11,506	52	2,905	13	7,933	35	22,344
1975	9,886	52	2,722	14	6,329	34	18,937

Table 12.--Carrots: Seasonal average retail prices, United States and selected cities, 1963-75 1/

Season	United States <u>2/</u>	Chicago <u>3/</u>	New York City <u>3/</u>
		<u>Cents per pound</u>	
1963	14.8	13.6	15.4
1964	15.0	13.5	15.4
1965	15.2	13.9	15.8
1966	16.5	16.8	17.5
1967	16.2	15.2	16.7
1968	18.8	17.8	19.7
1969	17.8	17.9	19.3
1970	17.7	17.6	18.9
1971	20.4	21.7	22.7
1972	21.6	20.9	22.9
1973	22.0	21.7	23.9
1974	22.9	22.1	17.6
1975	27.1	27.0	27.6

1/ 12-month weighted average (Jan.-Dec.)

2/ BLS U.S. monthly prices weighted by 41 cities' monthly unloads.

3/ BLS city monthly prices weighted by city monthly unloads.

Table 13.--Carrots, Chicago: Prices and value per 48 1-pound film bags and grower and packer returns as a percentage of retail value, by months and seasons, 1968-75 <sup>1/</sup>

Item	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Season average
<u>Dollars</u>													
Prices and value													
Retail value: <sup>2/</sup>													
1968 .....	12.24	12.44	12.20	7.27	7.12	7.27	7.82	8.05	6.52	6.29	6.65	7.12	8.28
1969 .....	7.96	7.22	7.35	7.73	7.40	8.20	8.66	8.98	8.33	8.71	8.80	9.73	8.33
1970 .....	9.26	10.11	7.08	6.75	8.10	8.43	8.33	8.33	7.12	7.35	7.40	7.73	8.19
1971 .....	7.78	8.33	8.15	8.75	10.38	12.44	12.99	12.62	8.85	7.78	8.52	10.09	10.09
1972 .....	9.36	9.59	10.52	9.78	10.48	9.22	8.80	7.45	8.48	10.81	10.06	11.17	9.73
1973 .....	11.08	10.99	10.71	9.68	9.31	9.59	10.24	11.08	8.25	9.03	9.45	9.41	10.11
1974 .....	9.13	9.87	9.26	8.71	9.41	11.26	11.74	11.59	8.71	10.24	11.31	12.96	10.29
1975 .....	11.36	13.40	12.67	11.59	14.80	13.87	13.78	10.48	9.13	12.52	10.89	11.87	12.57
Wholesale price: <sup>3/</sup>													
1968 .....	4/ 8.25	4/ 8.00	4/ 6.50	4/ 3.25	3.88	3.55	4.25	4.15	4.15	4.75	4.75	5.65	4.83
1969 .....	5.35	4.25	5.50	4.15	4.10	4.50	6.00	4.90	5.50	6.00	6.00	6.50	5.25
1970 .....	5.00	6.25	4.15	3.75	4.00	3.65	3.85	4.25	3.12	4.50	4.35	4.25	4.34
1971 .....	4.50	4.50	5.00	6.50	6.25	9.00	7.50	7.00	4.50	6.00	5.50	6.50	6.37
1972 .....	6.25	5.75	5.75	5.40	6.00	5.25	5.00	5.25	5.15	6.50	6.50	6.38	5.83
1973 .....	6.50	7.00	7.25	5.75	5.75	5.88	6.50	6.25	4.25	6.15	5.50	4.75	6.13
1974 .....	4.35	4.65	4.75	4.65	5.75	6.90	6.25	6.50	5.75	7.00	6.75	8.00	5.72
1975 .....	6.25	7.25	8.75	8.25	8.75	8.35	7.75	5.75	5.25	6.75	6.50	5.75	7.33
Shipping point price													
(f.o.b.): <sup>4/</sup>													
1968 .....	5/ 6.80	5/ 6.62	5/ 5.32	5/ 2.88	2.60	2.62	3.04	3.05	2.85	3.00	3.25	3.75	3.60
1969 .....	3.50	3.72	3.10	2.98	2.94	3.35	4.50	3.80	4.00	4.50	3.75	5.50	3.86
1970 .....	4.12	4.60	3.12	2.86	3.25	3.00	3.00	3.00	3.00	3.25	3.12	3.12	3.31
1971 .....	3.50	3.35	3.48	4.80	4.75	6.50	5.70	5.50	3.50	3.50	4.00	5.00	4.72
1972 .....	6.00	5.00	4.50	3.68	5.05	3.50	3.25	3.25	3.25	4.90	4.50	4.80	4.34
1973 .....	4.50	4.85	4.95	4.00	4.00	4.38	4.50	5.00	3.50	5.00	3.50	3.50	4.36
1974 .....	3.75	3.78	3.50	3.88	3.95	4.64	4.50	4.40	4.00	5.00	5.00	6.25	4.32
1975 .....	4.50	5.00	6.06	6.50	6.50	5.00	5.50	4.00	3.62	4.50	4.00	3.50	5.05
<u>Percent</u>													
Grower and packer share													
of retail value													
1968 .....	56	53	43	40	36	36	39	38	44	48	49	53	43
1969 .....	44	52	42	39	40	41	52	42	48	52	43	57	46
1970 .....	44	46	44	43	40	35	36	36	42	44	42	40	40
1971 .....	45	40	43	55	46	52	44	44	40	45	47	56	47
1972 .....	64	52	37	38	48	38	37	44	38	45	45	43	45
1973 .....	41	44	46	41	43	46	44	45	42	55	37	37	43
1974 .....	41	38	38	44	42	41	38	38	46	49	44	48	42
1975 .....	40	37	48	56	44	36	40	38	40	36	37	29	40

<sup>1/</sup> U.S. No. 1. <sup>2/</sup> Returns to retailer for salable carrots (3-percent allowance for loss incurred during marketing).

<sup>3/</sup> Origin same as shipping point, except as indicated. <sup>4/</sup> California, except as indicated.

<sup>5/</sup> Arizona.



Table 14.--Carrots, New York City: Prices and value per 48 1-pound film bags and grower and packer returns as a percentage of retail value, by months and seasons, 1968-75 <sup>1/</sup>

Item	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Season average
<u>Dollars</u>													
Prices and value													
Retail value: <sup>2/</sup>													
1968 .....	12.67	12.76	11.78	7.96	6.65	7.63	8.28	8.20	7.35	7.59	7.50	8.66	9.17
1969 .....	8.75	8.25	8.15	8.28	7.55	8.15	9.78	9.87	8.85	9.31	8.98	11.36	8.98
1970 .....	10.76	11.22	8.57	8.05	8.33	8.52	8.38	8.85	8.28	8.66	8.15	8.38	8.81
1971 .....	9.18	8.98	8.94	9.78	10.43	12.24	12.67	12.80	9.22	9.54	9.83	11.31	10.59
1972 .....	11.92	11.41	11.78	10.24	10.81	10.06	9.22	9.45	9.18	11.46	10.89	11.46	10.66
1973 .....	11.08	11.82	11.46	10.38	10.38	10.48	10.84	12.57	9.96	11.82	10.06	10.57	11.13
1974 .....	9.96	10.87	10.84	9.54	8.47	11.54	11.92	12.01	11.50	12.34	11.78	13.64	11.12
1975 .....	12.39	13.04	14.38	14.15	14.10	13.50	13.32	11.92	10.94	12.85	11.54	11.64	12.85
Wholesale price: <sup>3/</sup>													
1968 .....	4/ 8.75	4/ 8.25	4/ 7.25	4/ 4.00	4.00	3.90	3.85	3.90	3.40	4.85	4.88	6.50	5.34
1969 .....	5.50	5.00	4.35	3.75	4.15	3.75	7.25	5.75	6.50	6.75	5.50	7.50	5.43
1970 .....	6.00	6.00	3.37	3.70	4.50	4.50	3.88	4.25	4.50	4.50	4.40	4.40	4.48
1971 .....	6.00	5.00	4.90	6.50	6.15	8.45	7.25	8.50	5.00	5.75	6.00	6.50	6.47
1972 .....	7.00	6.50	6.50	6.25	6.75	5.50	4.85	4.75	5.25	6.75	6.75	7.25	6.20
1973 .....	6.00	7.25	6.25	5.75	5.25	6.25	6.75	7.75	4.75	7.25	5.50	5.25	6.34
1974 .....	5.25	5.75	5.25	5.25	5.75	6.37	6.50	6.75	5.75	7.75	7.75	8.50	6.36
1975 .....	6.75	8.50	8.75	9.25	9.00	7.50	7.75	6.00	6.75	7.00	7.00	7.00	7.61
Shipping point price (f.o.b.): <sup>4/</sup>													
1968 .....	5/ 6.80	5/ 6.62	5/ 5.32	5/ 2.88	2.60	2.62	3.04	3.05	2.85	3.00	3.25	3.75	3.64
1969 .....	3.50	3.72	3.10	2.98	2.94	3.35	4.50	3.80	4.00	4.50	3.75	5.50	3.81
1970 .....	4.12	4.60	3.12	2.86	3.25	3.00	3.00	3.00	3.25	3.25	3.12	3.12	3.22
1971 .....	3.50	3.35	3.48	4.80	4.75	6.50	5.70	5.50	3.50	3.50	4.00	5.00	4.60
1972 .....	6.00	5.00	4.50	3.68	5.05	3.50	3.25	3.25	3.25	4.90	4.50	4.80	4.33
1973 .....	4.50	4.85	4.95	4.00	4.00	4.38	4.50	5.00	3.50	5.00	3.50	3.50	4.39
1974 .....	3.75	3.78	3.50	3.88	3.95	4.64	4.50	4.40	4.00	5.00	5.00	6.25	4.39
1975 .....	4.50	5.00	6.06	6.50	6.50	5.00	5.50	4.00	3.62	4.50	4.00	3.50	4.92
Grower and packer share of retail value													
1968 .....	54	52	45	36	39	34	37	37	39	40	43	43	40
1969 .....	40	45	38	36	39	41	46	38	45	48	42	48	42
1970 .....	38	36	36	36	39	35	36	34	36	38	38	37	37
1971 .....	38	37	39	49	46	53	45	43	38	37	41	44	43
1972 .....	50	44	38	36	47	35	35	34	35	43	41	42	41
1973 .....	41	41	43	38	39	42	41	40	35	42	35	33	39
1974 .....	38	35	32	41	47	40	38	37	35	41	43	46	39
1975 .....	36	38	42	46	46	37	41	33	33	35	35	30	38

1/ U.S. No. 1. <sup>2/</sup> Returns to retailer for salable carrots (3-percent allowances for loss incurred during marketing).

<sup>3/</sup> Origin same as shipping point, except as indicated. <sup>4/</sup> California, except as indicated <sup>5/</sup> Arizona.

Table 15.--Carrots, Chicago: Spreads per 48 1-pound films bags and as a percentage of the retail value, by months and seasons, 1968-75 1/

Spreads	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Season average
<u>Dollars</u>													
Wholesale-retail:													
1968 .....	3.99	4.44	5.70	4.02	3.24	3.57	3.57	3.90	2.37	1.54	1.90	1.47	3.45
1969 .....	2.61	2.97	1.85	3.58	3.30	3.70	2.66	4.08	2.83	2.71	2.80	3.23	3.08
1970 .....	4.26	3.86	2.93	3.00	4.10	4.78	4.48	3.83	4.00	2.85	3.05	3.48	3.85
1971 .....	3.28	3.83	3.15	2.25	4.13	3.44	5.49	5.62	4.35	1.78	3.02	2.35	3.72
1972 .....	3.11	3.84	4.77	4.38	4.48	3.97	3.80	2.20	3.33	4.31	3.56	4.79	3.90
1973 .....	4.58	3.99	3.46	3.93	3.56	3.71	3.74	4.83	4.00	2.88	3.95	4.66	3.98
1974 .....	4.78	5.22	4.51	4.06	3.66	4.36	5.49	5.09	2.96	3.24	4.56	4.96	4.57
1975 .....	5.11	6.15	3.92	3.34	6.05	5.52	6.03	4.73	3.88	5.77	4.39	6.12	5.24
Shipping point-wholesale:													
1968 .....	1.45	1.38	1.18	.37	1.28	.93	1.21	1.10	1.30	1.75	1.50	1.90	1.23
1969 .....	1.85	.53	2.40	1.17	1.16	1.15	1.50	1.10	1.50	1.50	2.25	1.00	1.39
1970 .....	.88	1.65	1.03	.89	.75	.65	.85	1.50	.12	1.25	1.23	1.13	1.03
1971 .....	1.00	1.15	1.52	1.70	1.50	2.50	1.80	1.50	1.00	2.50	1.50	1.50	1.65
1972 .....	.25	.75	1.25	1.72	.95	1.75	1.75	2.00	1.90	1.60	2.00	1.58	1.49
1973 .....	2.00	2.15	2.31	1.75	1.75	1.50	2.00	1.25	.75	1.15	2.00	1.77	1.77
1974 .....	.60	.87	1.25	.77	1.80	2.26	1.75	2.10	1.75	2.00	1.75	1.75	1.40
1975 .....	1.75	2.25	2.69	1.75	2.25	3.35	2.25	1.75	1.63	2.25	2.50	2.25	2.28
<u>Percent</u>													
Wholesale-retail as a percentage of retail value:													
1968 .....	32	36	47	55	46	51	46	48	36	24	29	20	42
1969 .....	33	41	25	46	44	45	31	45	34	31	32	33	37
1970 .....	46	38	41	44	51	57	54	46	56	39	41	45	47
1971 .....	42	46	38	26	40	28	42	44	49	23	35	27	37
1972 .....	33	40	45	45	43	43	43	29	39	40	35	43	40
1973 .....	41	36	32	41	38	39	36	44	49	32	42	50	39
1974 .....	52	53	49	47	39	39	47	44	34	32	40	38	44
1975 .....	45	46	31	29	41	40	44	45	42	46	40	52	42
Shipping point-wholesale as a percentage of retail value:													
1968 .....	12	11	10	5	18	13	15	14	20	28	22	27	15
1969 .....	23	7	33	15	16	14	17	12	18	17	25	10	17
1970 .....	10	16	15	13	9	8	10	18	2	17	17	15	13
1971 .....	13	14	19	19	14	20	14	12	11	32	18	17	16
1972 .....	3	8	12	17	9	19	20	27	23	15	20	14	15
1973 .....	18	20	22	18	19	15	20	11	9	13	21	13	18
1974 .....	7	9	13	9	19	20	15	18	20	19	16	14	14
1975 .....	15	17	21	15	15	24	16	17	18	18	23	19	18

1/ U.S. No. 1.



Table 16--Carrots, New York City: Spreads per 48 1-pound film bags and as a percentage of the retail value, by months and season 1968-75 1/

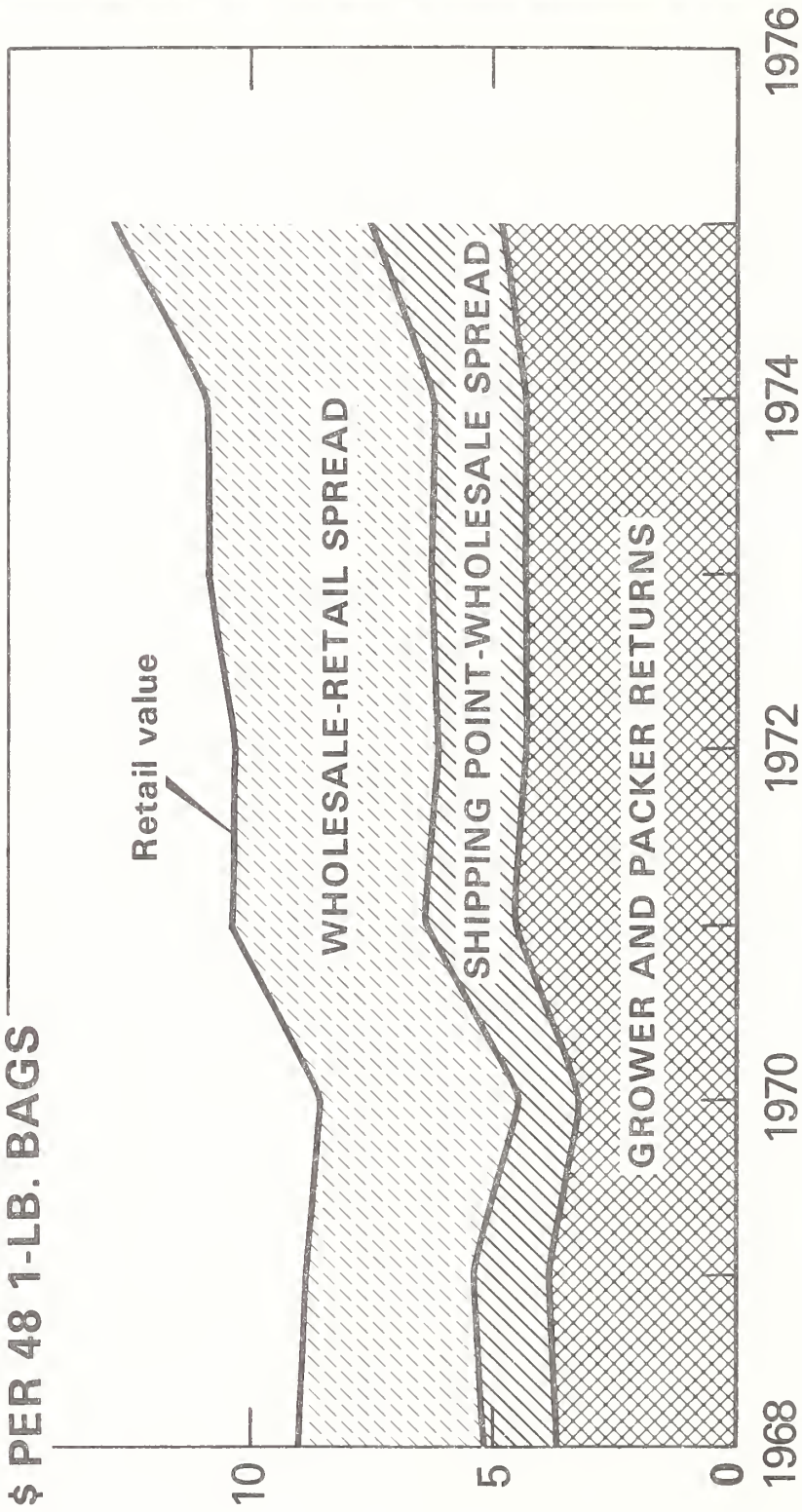
Spreads	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Season average
Dollars													
Wholesale-retail:													
1968 .....	3.92	4.51	4.62	3.96	2.65	3.73	4.43	4.30	3.95	2.74	2.62	2.16	3.83
1969 .....	3.25	3.25	3.80	4.53	3.40	4.40	2.53	4.12	2.35	2.56	3.48	3.86	3.55
1970 .....	4.76	5.22	5.20	4.35	3.83	4.02	4.50	4.60	3.78	4.16	3.75	3.98	4.33
1971 .....	3.18	3.98	4.04	3.28	4.28	3.79	5.42	4.30	4.22	3.79	3.83	4.81	4.12
1972 .....	4.92	4.91	5.28	3.99	4.06	4.56	4.37	4.70	3.93	4.71	4.14	4.21	4.46
1973 .....	5.08	4.57	5.21	4.63	5.13	4.23	4.09	4.82	5.21	4.57	4.56	5.32	4.79
1974 .....	4.71	5.06	5.59	4.29	2.72	5.17	5.42	5.26	5.75	4.59	4.03	5.14	4.76
1975 .....	5.64	4.54	5.63	4.90	5.10	6.00	5.57	5.92	4.19	5.85	4.54	4.64	5.24
Shipping point-wholesale:													
1968 .....	1.95	1.63	1.93	1.12	1.40	1.28	.81	.85	.55	1.85	1.63	2.75	1.70
1969 .....	2.00	1.28	1.25	.77	1.21	.40	2.75	1.95	2.50	2.25	1.75	2.00	1.62
1970 .....	1.88	2.00	.25	.84	1.25	1.50	.88	1.25	1.50	1.25	1.28	1.28	1.26
1971 .....	2.50	1.65	1.42	1.70	1.40	1.95	1.55	3.00	1.50	2.25	2.00	1.50	1.87
1972 .....	1.00	1.50	2.00	2.57	1.70	2.00	1.60	1.50	2.00	1.85	2.25	2.45	1.87
1973 .....	1.50	2.40	1.30	1.75	1.25	1.87	2.25	2.75	1.25	2.25	2.00	1.75	1.95
1974 .....	1.50	1.97	1.75	1.37	1.80	1.73	2.00	2.35	1.75	2.25	2.25	2.25	1.97
1975 .....	2.25	3.50	2.69	2.75	2.50	2.50	2.25	2.00	3.13	2.50	3.00	3.50	2.69
Percent													
Wholesale-retail as a percentage of retail value:													
1968 .....	31	35	39	50	40	49	53	53	54	36	35	25	42
1969 .....	37	39	47	55	45	54	26	42	27	28	39	34	40
1970 .....	44	46	61	54	46	47	54	52	46	48	46	48	49
1971 .....	35	44	45	34	41	31	43	34	46	40	39	43	39
1972 .....	41	43	45	39	37	45	48	50	43	41	38	37	42
1973 .....	46	39	46	45	49	40	38	38	52	39	45	50	43
1974 .....	47	47	52	45	32	45	45	44	50	37	34	38	43
1975 .....	46	35	39	35	36	44	42	50	38	46	39	40	41
Shipping point-wholesale as a percentage of retail value:													
1968 .....	15	13	16	14	21	17	10	10	7	24	22	32	18
1969 .....	23	16	15	9	16	5	28	20	28	24	19	18	18
1970 .....	18	18	3	10	15	18	10	14	18	14	16	15	14
1971 .....	27	19	16	17	13	16	12	23	16	23	20	13	18
1972 .....	9	13	17	25	16	20	17	16	22	16	21	21	17
1973 .....	13	21	11	17	12	18	21	22	13	19	20	17	18
1974 .....	15	18	16	14	21	15	17	19	15	22	23	16	18
1975 .....	18	27	19	19	18	19	17	17	29	19	26	30	21

1/ U.S. No. 1.

# CARROTS

*Seasonal Average Spreads for Chicago, New York City*

\$ PER 48 1-LB. BAGS



SEASON: JAN. - DEC.

USDA

NEG. ERS 2715-77 (3)

Figure 1

## CELERY

### Consumption and Production

Celery is produced commercially in only six States, with California and Florida accounting for the majority of it--91 percent in 1975. During 1963-75, U.S. production went up 10 percent, hitting 15.8 million cwt. (table 17). All of the increase occurred in California--the only year-round celery grower--as production in other states remained fairly constant. California's share of the U.S. crop increased from 54 to 67 percent during the period.

Florida accounted for one-fourth to one-third of each year's U.S. celery crop between 1963 and 1975. During the sixties, the State generally supplied more than half of the national winter and spring celery crop, but by the seventies, its share dropped below one-half. The Florida growing season for celery is limited to late fall, winter, and spring.

Unlike many fresh vegetables for which per capita consumption declined, fresh celery consumption went up during 1963-75, from 6.9 to 7 pounds.

### California Celery

#### Prices and Value

For January-December, Pascal celery was priced at California shipping points and at wholesale and retail in Chicago, Los Angeles, New York City, and Seattle. California supplied 100 percent of all celery unloaded in Los Angeles in 1974; 90 percent unloaded in Seattle; and nearly 60 percent in Chicago and New York City.

Seasonal average retail prices of Pascal celery for the United States, Chicago, Los Angeles, New York City, and Seattle for 1963-75 are shown in table 18. As can be seen, retail prices trended upward in all markets, doubling for New York City and the United States in general. Retail prices in Los Angeles were the lowest of all markets, increasing only about 60 percent over the period.

California shipping point prices, wholesale prices, and retail values of a 60-pound crate of Pascal celery all trended upward in Chicago, Los Angeles, New York City, and Seattle during 1968-75 (tables 19, 20, 21, and 22). Within most seasons, prices at each level fluctuated widely, usually the result of wide shifts in celery supplies. For example, prices occasionally more than doubled from 1 month to another as the celery supply dropped, and usually fell within months or even weeks as larger supplies became available.

#### Spreads and Grower and Packer Returns

The wholesale-retail spread and the shipping point-wholesale spread trended upward in Chicago, Los Angeles, and New York City during 1968-75, but did not increase significantly in Seattle (through 1972) (tables 23, 24, 25, and 26). The shipping point-wholesale spread was smallest for Los Angeles and largest for New York City, reflecting transportation cost differentials for celery between California shipping points and the two markets. The shipping point-wholesale spread represented less than 10 percent of the retail value in Los Angeles in most seasons, but ranged from 22 to 29 percent in New York City.

Seasonal average price data for Chicago, Los Angeles, New York City, and Seattle are shown in figure 2. The four-city average retail value of a 60-pound crate of

Pascal celery was \$13.32 in 1975, \$4.52 higher than in 1968. The wholesale-retail spread increased from \$4.55 to \$6.79; the shipping point-wholesale spread, from \$1.61 to \$2.07, and growers and packer returns, from 2.64 to \$4.46.

A simple trend line fitted to the data in figure 2 indicates that the retail value of Pascal celery sold in the four cities increased an average of .57 cents per crate per year during 1968-75; the wholesale-retail spread, 34 cents; the shipping point-wholesale spread, 5 cents; and grower and packer returns, 18 cents.

The four-city market shares did not show any significant trend over the period. For the eight seasons, the wholesale-retail spread averaged 53 percent of the retail value; the shipping point-wholesale spread, 15 percent; and grower and packer returns, 32 percent.

Table 17.--Celery: Production for fresh market and processing, selected States and United States, 1963-75

Year	Winter and spring			All seasons		
	California	Florida	United States	California	Florida	United States
	1,000 cwt.					
1963	3,564	4,503	8,108	7,671	4,503	14,280
1964	3,219	4,419	7,668	7,419	4,419	13,856
1965	3,455	3,856	8,003	7,491	4,548	13,949
1966	3,381	4,873	8,254	8,087	4,873	14,650
1967	3,761	4,621	8,382	8,201	4,621	14,662
1968	3,905	4,349	8,254	9,195	4,349	15,447
1969	4,472	4,541	9,013	9,404	4,541	15,649
1970	4,872	4,012	8,884	9,690	4,012	15,332
1971	4,605	3,749	8,354	9,166	4,553	15,909
1972	4,168	3,797	7,965	9,886	4,772	16,021
1973	4,605	3,886	8,491	10,576	4,561	16,784
1974	5,038	3,324	8,362	10,783	4,037	16,476
1975	5,291	3,451	8,742	10,542	3,901	15,826

Table 18.--Celery, Pascal, all seasons: Seasonal average retail prices, United States and selected cities, 1963-75 <sup>1/</sup>

Season	United States <sup>2/</sup>	Chicago <sup>3/</sup>	Los Angeles <sup>3/</sup>	New York City <sup>3/</sup>	Seattle <sup>3/</sup>
	Cents per pound				
1963	14.0	14.2	13.6	13.7	N/A
1964	15.6	15.9	13.9	15.4	N/A
1965	15.6	16.9	13.5	15.8	N/A
1966	16.7	16.8	14.4	16.9	N/A
1967	16.5	16.3	13.6	17.1	N/A
1968	16.8	15.7	14.2	17.1	18.4
1969	18.5	18.8	16.1	19.0	18.2
1970	20.3	19.5	17.6	21.3	18.8
1971	19.5	19.1	16.0	21.2	17.6
1972	23.6	23.5	19.4	23.2	22.2
1973	23.8	24.2	19.7	24.6	23.2
1974	23.9	23.6	18.4	25.9	20.5
1975	28.4	27.2	21.7	27.7	22.0

<sup>1/</sup> 12-month average, January-December.

<sup>2/</sup> BLS U.S. monthly prices weighted by 41 cities' monthly unloads.

<sup>3/</sup> BLS city monthly prices weighted by city monthly unloads.

N/A = Not available.



Table 19.--Celery, Pascal, all seasons, Chicago: Prices and value per crate and grower and packer returns as a percentage of retail value, by months and seasons, 1968-75 <sup>1/</sup>

Item	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Season average
<u>Dollars</u>													
Prices and value													
Retail value: <sup>2/</sup>													
1968 .....	10.83	10.16	8.82	8.04	8.59	9.15	10.88	7.76	6.92	6.98	7.76	8.26	8.76
1969 .....	9.93	9.37	9.04	9.32	11.55	11.66	12.61	10.49	9.99	9.21	10.55	10.99	10.49
1970 .....	12.16	13.17	12.78	10.38	12.72	13.50	9.43	8.20	9.21	8.98	9.04	9.26	10.88
1971 .....	9.32	9.49	9.37	9.04	8.76	11.27	11.66	11.83	8.93	9.43	12.28	15.01	10.66
1972 .....	16.29	17.07	15.90	10.99	14.28	13.84	12.05	10.10	11.94	11.83	12.11	11.89	13.11
1973 .....	14.01	14.68	13.62	12.05	13.28	14.56	16.46	16.80	12.33	12.45	12.05	11.61	13.50
1974 .....	11.72	11.72	12.22	11.88	12.89	15.01	15.57	13.56	12.05	12.72	14.23	14.43	13.17
1975 .....	13.62	13.34	12.89	13.00	14.28	14.62	15.46	13.62	13.58	14.45	20.03	18.25	15.18
Wholesale price: <sup>3/</sup>													
1968 .....	7.00	5.65	4.35	4.10	5.50	5.25	4.90	3.75	3.65	3.50	4.75	3.75	4.71
1969 .....	5.00	5.50	5.00	5.50	8.90	6.75	8.50	4.75	4.60	4.10	6.75	6.25	6.06
1970 .....	7.25	5.40	5.50	4.85	9.50	8.50	4.75	4.00	5.00	4.75	4.40	5.00	5.86
1971 .....	4.50	4.15	4.64	4.25	4.65	5.50	4.85	6.25	4.75	4.15	7.25	6.50	5.15
1972 .....	11.00	9.50	5.75	4.65	6.50	5.50	7.25	5.00	6.25	5.00	6.50	5.75	6.21
1973 .....	7.25	7.75	6.25	5.75	7.50	6.50	9.50	9.50	5.75	5.00	5.50	6.25	6.59
1974 .....	5.50	5.75	4.75	5.00	9.00	7.75	8.00	5.50	6.00	5.50	8.00	6.25	6.59
1975 .....	7.25	6.00	5.75	5.75	8.00	8.50	7.75	6.25	7.25	8.75	12.00	11.00	8.10
Shipping point price (f.o.b.): <sup>4/</sup>													
1968 .....	4.19	3.20	2.65	2.42	3.12	3.19	3.17	1.90	1.75	1.88	2.25	2.04	2.67
1969 .....	3.00	2.97	2.96	3.32	5.55	4.50	5.35	2.42	2.32	2.12	4.25	3.12	3.55
1970 .....	4.38	3.38	3.31	2.75	6.42	5.00	2.44	1.88	3.12	2.50	2.45	2.40	3.40
1971 .....	2.43	1.88	2.02	2.08	2.68	2.92	2.30	3.00	2.15	2.00	4.06	5.00	2.77
1972 .....	7.75	5.95	4.34	2.25	3.88	2.62	4.18	2.45	3.65	2.90	3.38	3.04	3.56
1973 .....	5.25	4.00	3.28	2.88	5.20	3.75	5.30	6.50	3.32	2.68	3.00	2.10	3.87
1974 .....	2.88	2.62	2.65	2.38	4.32	3.78	5.05	2.75	2.78	3.12	4.55	2.72	3.39
1975 .....	4.31	2.98	2.88	2.85	4.20	4.66	4.50	3.30	3.80	4.65	8.19	5.50	4.23
Grower and packer share of retail value						<u>Percent</u>							
1968 .....	39	32	30	30	36	35	29	24	25	27	29	25	31
1969 .....	30	32	33	36	48	39	42	23	23	23	40	28	34
1970 .....	36	26	26	27	51	37	26	23	34	28	27	26	31
1971 .....	26	20	22	23	31	26	20	25	24	21	33	33	26
1972 .....	48	35	27	20	27	19	35	24	30	24	28	25	27
1973 .....	38	27	24	24	39	26	32	39	27	21	25	18	29
1974 .....	25	22	22	20	34	25	32	20	23	24	32	19	26
1975 .....	32	22	22	22	29	32	29	24	28	32	41	30	28

<sup>1/</sup> U.S. No. 1, 60 pounds net weight per crate.

<sup>2/</sup> Returns to retailer for salable celery (7-percent allowance for loss incurred during marketing).

<sup>3/</sup> Origin same as shipping point. <sup>4/</sup> California.

Table 20.-Celery, Pascal, all seasons, Los Angeles: Prices and value per crate and grower and packer returns as a percentage of retail value, by months and seasons, 1968-75 <sup>1/</sup>

Item	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Season average
<u>Dollars</u>													
Prices and value													
Retail value: <sup>2/</sup>													
1968 .....	9.54	9.04	7.42	7.53	8.20	8.70	9.60	9.62	6.86	7.20	6.86	7.59	7.92
1969 .....	8.31	7.64	8.09	8.37	10.49	10.16	10.49	8.37	8.20	8.09	9.88	9.76	8.98
1970 .....	11.16	10.04	10.10	8.87	11.72	12.39	8.70	8.43	9.04	9.32	8.48	8.87	9.82
1971 .....	8.65	8.65	8.31	7.87	7.81	9.26	8.15	8.82	8.20	8.20	9.99	12.61	8.93
1972 .....	13.50	14.84	11.83	8.82	10.55	8.48	10.43	9.37	10.26	10.27	10.43	10.16	10.83
1973 .....	11.38	12.72	10.99	9.77	11.22	10.94	12.00	14.90	10.38	9.93	8.82	9.26	10.99
1974 .....	9.60	9.10	8.98	8.82	10.83	10.49	12.16	10.71	10.21	9.65	12.44	9.88	10.26
1975 .....	12.61	10.49	10.32	9.43	11.38	11.49	12.05	11.72	11.16	11.88	16.63	15.29	12.11
Wholesale price: <sup>3/</sup>													
1968 .....	4.38	4.00	2.75	3.38	3.25	4.00	3.50	2.62	2.50	2.50	3.12	2.83	3.24
1969 .....	3.12	3.00	3.00	3.50	6.12	5.00	5.50	2.88	3.12	2.88	5.38	4.50	3.93
1970 .....	4.88	3.50	4.00	3.12	6.88	5.12	3.12	2.88	3.88	3.50	3.62	3.75	4.05
1971 .....	3.00	2.38	2.75	2.62	3.50	3.38	2.62	3.62	3.12	3.50	5.50	7.12	3.66
1972 .....	7.88	7.38	4.75	2.88	4.00	3.25	5.00	3.12	4.62	3.62	4.12	3.22	4.53
1973 .....	5.62	5.87	4.00	3.50	5.25	4.50	6.25	7.75	4.38	3.62	3.50	2.75	4.72
1974 .....	3.62	2.88	3.12	3.12	5.25	4.62	5.63	3.38	3.50	3.75	5.25	4.12	4.04
1975 .....	4.88	4.75	4.00	3.62	5.18	5.56	4.62	3.88	4.75	6.12	8.38	8.62	5.14
Shipping point price (f.o.b.): <sup>4/</sup>													
1968 .....	4.19	3.20	2.65	2.42	3.12	3.19	3.17	1.90	1.75	1.88	2.25	2.04	2.66
1969 .....	3.00	2.97	2.96	3.32	5.55	4.50	5.35	2.42	2.32	2.12	4.25	3.12	3.44
1970 .....	4.38	3.38	3.31	2.75	6.42	5.00	2.44	1.88	3.12	2.50	2.45	2.40	3.38
1971 .....	2.43	1.88	2.02	2.08	2.68	2.92	2.30	3.00	2.15	2.00	4.06	5.00	2.76
1972 .....	7.75	5.95	4.34	2.25	3.88	2.62	4.18	2.45	3.65	2.90	3.38	3.04	3.92
1973 .....	5.25	4.00	3.28	2.88	5.20	3.75	5.30	6.50	3.32	2.68	3.00	2.10	3.93
1974 .....	2.88	2.62	2.65	2.38	4.32	3.78	5.05	2.75	2.78	3.12	4.55	2.72	3.32
1975 .....	4.31	2.98	2.88	2.85	4.20	4.66	4.50	3.30	3.80	4.65	8.19	5.50	4.38
Grower and packer share of retail value													
1968 .....	44	35	36	32	38	37	33	28	25	26	33	27	34
1969 .....	36	39	36	40	53	44	51	29	28	26	43	32	38
1970 .....	40	34	33	31	55	40	28	22	35	27	29	27	34
1971 .....	28	22	24	26	34	32	28	34	26	25	41	40	31
1972 .....	57	40	37	26	37	31	40	26	36	28	32	30	36
1973 .....	46	31	30	30	47	34	44	44	32	27	34	23	36
1974 .....	30	29	30	27	40	36	41	26	27	32	36	28	32
1975 .....	34	28	28	30	37	40	37	28	34	39	49	36	36

<sup>1/</sup> U.S. No. 1, 60 pounds net weight per crate. <sup>2/</sup> Returns to retailer for salable celery (7-percent allowance for loss incurred during marketing). <sup>3/</sup> Origin same as shipping point. <sup>4/</sup> California.

Table 21.--Celery, Pascal, all seasons, New York City: Prices and value per crate and grower and packer returns as a percentage of retail value, by months and seasons, 1968-75 <sup>1/</sup>

Item	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Season average
<u>Dollars</u>													
Prices and value													
Retail value: <sup>2/</sup>													
1968 .....	10.66	9.15	8.48	8.54	8.65	9.54	11.77	9.54	8.26	8.54	8.98	9.60	9.54
1969 .....	10.38	9.32	9.37	10.04	11.27	11.16	13.39	10.21	10.38	9.21	10.71	11.61	10.60
1970 .....	12.02	12.05	11.33	10.66	13.28	15.85	12.11	9.71	9.76	10.66	11.16	11.22	11.89
1971 .....	10.99	11.22	10.27	10.88	10.94	11.38	11.66	11.55	10.32	10.99	12.67	16.18	11.85
1972 .....	16.69	16.01	15.07	11.94	13.39	12.83	12.89	11.72	12.39	13.17	12.95	12.95	12.95
1973 .....	14.51	13.73	13.84	12.72	14.23	13.62	16.07	18.19	12.50	12.78	12.39	12.16	13.73
1974 .....	12.83	13.34	13.00	12.44	13.78	13.56	16.18	15.01	13.45	14.73	15.79	15.18	14.45
1975 .....	13.34	13.34	12.94	13.39	13.95	15.18	16.29	14.06	14.95	14.45	17.80	18.58	15.46
Wholesale price: <sup>3/</sup>													
1968 .....	7.50	5.75	4.25	5.00	6.25	6.50	6.00	4.25	3.90	3.40	4.50	4.50	5.06
1969 .....	5.25	6.25	6.25	6.00	8.50	7.25	8.25	4.80	5.50	4.00	7.25	6.25	6.11
1970 .....	8.00	6.00	5.75	5.50	10.00	9.00	5.25	5.50	6.25	4.40	5.00	5.00	6.14
1971 .....	5.50	5.25	6.00	4.75	5.75	5.50	5.75	6.50	5.00	5.00	7.00	11.50	6.32
1972 .....	13.00	10.00	6.00	4.25	6.50	5.75	7.75	4.75	7.00	5.25	6.50	5.50	6.23
1973 .....	8.50	7.75	5.25	5.75	7.50	6.75	13.00	10.50	6.75	6.00	5.50	4.50	7.13
1974 .....	5.75	5.00	5.00	5.00	10.00	7.50	8.75	6.50	6.00	6.50	8.75	6.50	7.13
1975 .....	8.50	7.00	6.00	6.00	8.00	8.00	7.50	6.88	9.00	10.00	12.43	14.00	9.29
Shipping point price (f.o.b.): <sup>4/</sup>													
1968 .....	4.19	3.20	2.65	2.42	3.12	3.19	3.17	1.90	1.75	1.88	2.25	2.04	2.57
1969 .....	3.00	2.97	2.96	3.32	5.55	4.50	5.35	2.42	2.32	2.12	4.25	3.12	3.34
1970 .....	4.38	3.38	3.31	2.75	6.42	5.00	2.44	1.88	3.12	2.50	2.45	2.40	3.21
1971 .....	2.43	1.88	2.02	2.08	2.68	2.92	2.30	3.00	2.15	2.00	4.06	5.00	2.87
1972 .....	7.75	5.95	4.34	2.25	3.88	2.62	4.18	2.45	3.65	2.90	3.38	3.04	3.39
1973 .....	5.25	4.00	3.28	2.88	5.20	3.75	5.30	6.50	3.32	2.68	3.00	2.10	3.74
1974 .....	2.88	2.62	2.65	2.38	4.32	3.78	5.05	2.75	2.78	3.12	4.55	2.72	3.54
1975 .....	4.31	2.98	2.88	2.85	4.20	4.66	4.50	3.30	3.80	4.65	8.19	5.50	4.79
Grower and packer share of retail value							<u>Percent</u>						
1968 .....	39	35	31	28	36	33	27	20	21	22	25	21	27
1969 .....	29	32	32	33	49	40	40	24	22	23	40	27	32
1970 .....	36	28	29	26	48	32	20	19	32	23	22	21	27
1971 .....	22	17	20	19	25	25	20	26	21	18	32	31	24
1972 .....	46	37	29	19	29	21	32	21	29	22	26	23	26
1973 .....	36	29	24	23	37	28	33	36	27	21	24	17	27
1974 .....	23	20	20	19	31	28	31	18	21	21	29	18	24
1975 .....	32	22	22	21	30	31	28	24	25	32	46	29	3

<sup>1/</sup> U.S. No. 1, 60 pounds net weight per crate. <sup>2/</sup> Returns to retailer for salable celery (7-percent allowance for loss incurred during marketing). <sup>3/</sup> Origin same as shipping point. <sup>4/</sup> California.



Table 22.--Celery, Pascal, all seasons, Seattle: Prices and value per crate and grower and packer returns as a percentage of retail value, by months and seasons, 1968-75 <sup>1/</sup>

Item	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Season average
Dollars													
Prices and value													
Retail value: <sup>2/</sup>													
1968 .....	10.77	10.77	10.38	9.88	10.55	11.05	11.72	10.55	8.87	8.65	8.43	9.32	10.27
1969 .....	9.26	8.82	9.10	9.26	12.05	12.95	13.22	10.60	8.65	6.98	8.59	9.37	10.16
1970 .....	10.55	11.38	11.66	9.65	13.39	14.40	9.54	8.70	7.59	8.43	9.04	9.60	10.49
1971 .....	9.71	10.16	9.65	8.65	8.98	10.16	8.93	9.54	8.43	8.54	9.76	11.12	9.82
1972 .....	17.91	17.80	13.89	10.32	12.83	9.88	11.38	10.21	11.05	9.76	10.71	11.27	12.39
1973 .....	13.62	13.56	13.11	11.10	14.73	12.78	13.45	18.30	12.72	11.38	9.71	10.21	12.94
1974 .....	9.88	10.48	11.52	10.01	12.69	13.21	13.62	13.11	11.55	11.10	11.77	11.38	11.44
1975 .....	11.72	12.11	11.33	12.40	13.11	13.22	15.07	15.29	12.39	12.49	14.68	14.23	12.28
Wholesale price: <sup>3/</sup>													
1968 .....	6.25	5.50	4.62	4.88	5.50	5.30	5.12	4.00	3.68	3.75	4.45	4.62	4.95
1969 .....	5.75	5.20	5.00	5.50	8.00	6.62	7.38	4.88	4.38	4.00	6.50	5.62	5.86
1970 .....	7.00	5.88	5.75	5.12	8.75	8.12	4.88	4.25	4.62	4.50	4.75	4.50	5.69
1971 .....	4.62	4.12	4.12	4.25	5.12	5.20	4.42	5.08	4.00	4.50	6.00	9.25	5.06
1972 .....	10.25	9.12	5.88	4.32	5.50	4.82	6.38	4.67	6.25	4.75	3.62	5.62	5.95
1973 .....	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
1974 .....	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
1975 .....	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Shipping point price (f.o.b.): <sup>4/</sup>													
1968 .....	4.19	3.20	2.65	2.42	3.12	3.19	3.17	1.90	1.75	1.88	2.25	2.04	2.76
1969 .....	3.00	2.97	2.96	3.32	5.55	4.50	5.35	2.42	2.32	2.12	4.25	3.12	3.57
1970 .....	4.38	3.38	3.31	2.75	6.42	5.00	2.44	1.88	3.12	2.50	2.45	2.40	3.30
1971 .....	2.43	1.88	2.02	2.08	2.68	2.92	2.30	3.00	2.15	2.00	4.06	5.00	2.72
1972 .....	7.75	5.95	4.34	2.25	3.88	2.62	4.18	2.45	3.65	2.90	3.38	3.04	3.94
1973 .....	5.25	4.00	3.28	2.88	5.20	3.75	5.30	6.50	3.32	2.68	3.00	2.10	3.97
1974 .....	2.88	2.62	2.65	2.38	4.32	3.78	5.05	2.75	2.78	3.12	4.55	2.72	3.29
1975 .....	4.31	2.98	2.88	2.85	4.20	4.66	4.50	3.30	3.80	4.65	8.19	5.50	4.05
Grower and packer share of retail value													
1968 .....	39	30	26	24	30	29	27	18	20	22	27	22	27
1969 .....	32	34	33	36	46	35	41	23	27	30	50	33	35
1970 .....	41	30	28	28	48	35	26	22	41	30	27	25	31
1971 .....	25	19	21	24	30	29	26	31	28	24	32	35	28
1972 .....	45	33	31	22	30	27	37	24	33	30	32	27	32
1973 .....	38	30	25	26	39	29	39	36	26	24	31	21	31
1974 .....	29	25	23	24	34	29	34	21	24	28	39	22	29
1975 .....	37	25	25	23	32	35	30	22	31	37	56	38	33

<sup>1/</sup> U.S. No. 1, 60 pounds net weight per crate. <sup>2/</sup> Returns to retailer for salable celery (7-percent allowance for loss incurred during marketing). <sup>3/</sup> Origin same as shipping point. <sup>4/</sup> California. N/A = Not available.

Table 23.--Celery, Pascal, all seasons, Chicago: Spreads per crate and as a percentage of the retail value, by months and seasons, 1968-75 1/

Spreads	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Season average
<u>Dollars</u>													
Wholesale-retail:													
1968	3.83	4.51	4.47	3.94	3.09	3.90	5.98	4.01	3.27	3.48	3.01	4.51	4.05
1969	4.93	3.87	4.04	3.82	2.65	4.91	4.11	5.74	5.39	5.11	3.80	4.74	4.43
1970	4.91	7.77	7.28	5.53	3.22	5.00	4.68	4.20	4.21	4.23	4.64	4.26	5.02
1971	4.82	5.34	4.73	4.79	4.11	5.77	6.81	5.58	4.18	5.28	5.03	8.51	5.51
1972	5.29	7.57	10.15	6.34	7.78	8.34	4.80	5.10	5.69	6.83	5.61	6.14	6.90
1973	6.76	6.93	7.37	6.30	5.78	8.06	6.96	7.30	6.58	7.45	6.55	7.36	6.91
1974	6.22	5.97	7.47	6.88	3.89	7.26	7.57	8.06	6.05	7.22	6.23	8.18	6.58
1975	6.37	7.34	7.14	7.25	6.28	6.12	8.21	7.37	6.33	5.70	8.03	7.25	7.08
Shipping point-wholesale:													
1968	2.81	2.45	1.70	1.68	2.38	2.06	1.73	1.85	1.90	1.62	2.50	1.71	2.04
1969	2.00	2.53	2.04	2.18	3.35	2.25	3.15	2.33	2.28	1.98	2.50	3.13	2.51
1970	2.87	2.02	2.19	2.10	3.08	3.50	2.31	2.12	1.88	2.25	1.95	2.60	2.46
1971	2.07	2.27	2.62	2.17	1.97	2.58	2.55	3.25	2.60	2.15	3.19	1.50	2.38
1972	3.25	3.55	1.41	2.40	2.62	2.88	3.07	2.55	2.60	2.10	3.12	2.71	2.65
1973	2.00	3.75	2.97	2.87	2.30	2.75	4.20	3.00	2.43	2.32	2.50	2.15	2.72
1974	2.62	3.13	2.10	2.62	4.68	3.97	2.95	2.75	3.22	2.38	3.45	3.53	3.20
1975	2.94	3.02	2.87	2.90	3.80	3.84	2.75	2.95	3.45	4.10	3.81	5.50	3.87
<u>Percent</u>													
Wholesale-retail as a percentage of retail value:													
1968	35	44	51	49	36	43	55	52	47	50	39	54	46
1969	50	41	45	41	23	42	33	55	54	55	36	43	42
1970	40	59	57	53	25	37	50	51	46	47	51	46	46
1971	52	56	50	53	47	51	58	47	47	56	41	57	52
1972	32	44	64	58	55	60	40	51	48	58	46	52	53
1973	48	47	54	52	44	55	42	43	53	60	54	63	51
1974	53	51	61	58	30	48	49	60	50	57	44	57	50
1975	47	55	55	56	44	42	53	54	47	40	40	40	47
Shipping point-wholesale as a percentage of retail value:													
1968	26	24	19	21	28	22	16	24	28	23	32	21	23
1969	20	27	22	23	29	19	25	22	23	22	22	29	24
1970	24	15	17	20	24	26	24	26	20	25	22	28	23
1971	22	24	28	24	22	23	22	28	29	23	26	10	22
1972	20	21	9	22	18	21	25	25	22	18	26	23	20
1973	14	26	22	24	17	19	26	18	20	19	21	19	20
1974	22	27	17	22	36	27	19	20	27	19	24	24	24
1975	21	23	23	22	27	26	18	22	25	28	19	30	25

1/ U.S. No. 1, 60 pounds net weight per crate.

Table 24.--Celery, Pascal, all seasons, Los Angeles: Spreads per crate and as a percentage of the retail value, by months and seasons, 1968-75 1/

Spreads	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Season average
<u>Dollars</u>													
Wholesale-retail:													
1968 .....	5.16	5.04	4.67	4.15	4.95	4.70	6.10	4.30	4.36	4.70	3.74	4.71	4.68
1969 .....	5.19	4.64	5.09	4.87	4.37	5.16	4.99	5.49	5.08	5.21	4.50	5.26	5.00
1970 .....	6.28	6.54	6.10	5.75	4.84	7.27	5.58	5.55	5.16	5.82	4.86	5.12	5.77
1971 .....	5.65	6.27	5.56	5.25	4.31	5.88	5.53	5.20	5.08	4.70	4.49	5.49	5.27
1972 .....	5.62	7.46	7.08	5.94	6.55	5.23	5.43	6.25	5.64	6.65	6.31	6.94	6.30
1973 .....	5.76	6.85	6.99	6.27	5.97	6.44	5.75	7.15	6.00	6.31	5.32	6.51	6.22
1974 .....	5.98	6.22	5.86	5.70	5.75	5.87	6.53	7.33	6.71	5.90	7.19	5.76	6.27
1975 .....	7.73	5.74	6.32	5.81	6.20	5.93	7.43	7.84	6.41	5.76	8.25	6.67	6.97
Shipping point-wholesale:													
1968 .....	.19	.80	.10	.96	.13	.81	.33	.72	.75	.62	.87	.84	.58
1969 .....	.12	.03	.04	.18	.57	.50	.15	.46	.80	.76	1.13	1.38	.54
1970 .....	.50	.12	.69	.37	.46	.12	.68	1.00	.76	1.00	1.17	1.35	.67
1971 .....	.57	.50	.73	.54	.82	.46	.32	.62	.97	1.50	1.44	2.12	.90
1972 .....	.13	1.43	.41	.63	.12	.63	.82	.67	.97	.72	.74	.18	.61
1973 .....	.37	1.87	.72	.62	.05	.75	.95	1.25	1.06	.94	.50	.65	.79
1974 .....	.74	.26	.47	.74	.93	.84	.58	.63	.72	.63	.70	1.40	.72
1975 .....	.57	1.77	1.12	.77	.98	.90	.12	.58	.95	1.47	.19	3.12	.76
Wholesale-retail as a percentage of retail value:						<u>Percent</u>							
1968 .....	54	56	63	55	60	54	64	62	64	65	54	62	59
1969 .....	63	61	63	58	42	51	48	66	62	65	46	54	56
1970 .....	56	65	60	65	41	59	64	66	57	62	57	58	59
1971 .....	65	72	67	67	55	63	68	59	62	57	45	43	59
1972 .....	42	50	60	67	62	62	52	67	55	65	61	68	58
1973 .....	51	54	64	64	53	59	48	48	58	64	60	70	57
1974 .....	62	68	65	65	51	56	54	68	66	61	58	58	61
1975 .....	61	55	61	62	54	52	62	67	57	49	50	44	58
Shipping point-wholesale: as a percentage of retail value:													
1968 .....	2	9	1	13	2	9	3	10	11	9	13	11	7
1969 .....	1	2/	1	2	5	5	1	5	10	9	11	14	6
1970 .....	4	1	7	4	4	1	8	12	8	11	14	15	7
1971 .....	7	6	9	7	11	5	4	7	12	18	14	17	10
1972 .....	1	10	3	7	1	7	8	7	9	7	7	2	6
1973 .....	3	15	6	6	2/	7	8	8	10	9	6	7	7
1974 .....	8	3	5	8	9	8	5	6	7	7	6	14	7
1975 .....	5	17	11	8	9	8	1	5	9	12	1	20	6

1/ U.S. No. 1, 60 pounds net weight per crate.

2/ Less than 0.5 percent.

Table 25.--Celery, Pascal, all seasons, New York City: Spreads per crate and as a percentage of the retail value, by months and seasons, 1968-75 1/

Spreads	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Season average
Dollars													
Wholesale-retail:													
1968 .....	3.16	3.40	4.23	3.54	2.40	3.04	5.77	5.29	4.36	5.14	4.48	5.10	4.48
1969 .....	5.13	3.07	3.12	4.04	2.77	3.91	5.14	5.41	4.88	5.21	3.46	5.36	4.49
1970 .....	4.22	6.05	5.58	5.16	3.28	6.85	6.86	4.21	3.51	6.26	6.16	6.22	5.75
1971 .....	5.49	5.97	4.27	6.13	5.19	5.88	5.91	5.05	5.32	5.99	5.67	4.68	5.51
1972 .....	3.96	6.01	9.07	7.69	6.89	7.08	5.14	6.97	5.39	7.92	6.45	7.45	6.72
1973 .....	6.06	5.98	8.59	6.97	6.73	6.87	3.07	7.69	5.75	6.78	6.89	7.66	6.54
1974 .....	7.08	8.34	8.00	7.44	3.78	6.06	7.43	8.51	7.45	8.23	7.04	8.68	7.32
1975 .....	4.84	6.34	6.94	7.39	5.95	7.18	8.79	7.18	5.95	4.45	5.37	4.58	6.17
Shipping point-wholesale:													
1968 .....	3.31	2.55	1.60	2.58	3.13	3.31	2.83	2.35	2.15	1.52	2.25	2.46	2.49
1969 .....	2.25	3.28	3.29	2.68	2.95	2.75	2.90	2.38	3.18	1.88	3.00	3.13	2.77
1970 .....	3.62	2.62	2.44	2.75	3.58	4.00	2.81	3.62	3.13	1.90	2.55	2.60	2.93
1971 .....	3.07	3.37	3.98	2.67	3.07	2.58	3.45	3.50	2.85	3.00	2.94	6.50	3.45
1972 .....	5.25	4.05	1.66	2.00	2.62	3.13	3.57	2.30	3.35	2.35	3.12	2.46	2.84
1973 .....	3.25	3.75	1.97	2.87	2.30	3.00	2.70	4.00	3.43	3.32	2.50	2.40	3.45
1974 .....	2.87	2.38	2.35	2.62	5.68	3.72	3.70	3.75	3.22	3.38	4.20	3.78	3.59
1975 .....	4.19	4.02	3.12	3.15	3.80	3.34	3.00	3.50	5.20	5.35	4.24	8.50	4.50
Percent													
Wholesale-retail as a percentage of retail value:													
1968 .....	30	37	50	42	28	32	49	55	53	60	50	53	47
1969 .....	49	33	33	40	25	35	38	53	47	57	32	46	42
1970 .....	34	50	49	48	25	43	57	44	36	59	55	56	48
1971 .....	50	53	41	56	47	52	51	44	51	55	45	29	47
1972 .....	23	38	60	64	51	55	40	59	44	60	50	58	52
1973 .....	42	44	62	55	47	50	19	42	46	53	56	63	48
1974 .....	55	62	62	60	28	45	46	57	55	56	44	57	51
1975 .....	36	48	54	55	43	47	54	51	40	31	30	25	40
Shipping point-wholesale: as a percentage of retail value:													
1968 .....	31	28	19	30	36	35	24	25	26	18	25	26	26
1969 .....	22	35	35	27	26	25	22	23	31	20	28	27	26
1970 .....	30	22	22	26	27	25	23	37	32	18	23	23	25
1971 .....	28	30	39	25	28	23	29	30	28	27	23	40	29
1972 .....	31	25	11	17	20	24	28	20	27	18	24	19	22
1973 .....	22	27	14	22	16	22	48	22	27	26	20	20	25
1974 .....	22	18	18	21	41	27	23	25	24	23	27	25	25
1975 .....	32	30	24	24	27	22	18	25	35	37	24	46	29

1/ U.S. No. 1, 60 pounds net weight per crate.

Table 26.--Celery, Pascal, all seasons, Seattle: Spreads per crate and as a percentage of the retail value, by months and seasons, 1968-75 1/

Spreads	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Season : average
Dollars													
Wholesale-retail:													
1968	4.52	5.27	5.76	5.00	5.05	5.75	6.60	6.55	5.19	4.90	3.98	4.70	5.32
1969	3.51	3.62	4.10	3.76	4.05	6.33	5.84	5.72	4.27	2.98	2.09	3.75	4.30
1970	3.55	5.50	5.91	4.53	4.64	6.28	4.66	4.45	2.97	3.93	4.29	5.10	4.80
1971	5.09	6.04	5.53	4.40	3.86	4.96	4.51	4.46	4.43	4.04	3.76	4.87	4.76
1972	6.94	8.68	8.01	6.00	7.33	5.06	5.00	5.54	4.80	5.01	7.09	5.65	6.44
1973	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
1974	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
1975	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Shipping point-wholesale:													
1968	2.06	2.30	1.97	2.46	2.38	2.11	1.95	2.10	1.93	1.87	2.20	2.58	2.19
1969	2.75	2.23	2.04	2.18	2.45	2.12	2.03	2.46	2.06	1.88	2.25	2.50	2.29
1970	2.19	2.50	2.44	2.37	2.33	3.12	2.44	2.37	1.50	2.00	2.30	2.10	2.39
1971	2.19	2.24	2.10	2.17	2.44	2.28	2.12	2.08	1.85	2.50	1.94	4.25	2.34
1972	2.50	3.17	1.54	2.07	1.62	2.20	2.20	2.22	2.60	1.85	.24	2.58	2.01
1973	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
1974	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
1975	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Percent													
Wholesale-retail as a percentage of retail value:													
1968	42	49	55	51	48	52	56	62	58	56	47	50	52
1969	38	41	45	41	34	49	44	54	49	43	24	40	42
1970	34	48	51	47	35	43	48	51	39	46	48	53	46
1971	52	59	57	51	43	49	50	47	53	47	38	35	48
1972	40	49	58	58	57	51	44	54	43	51	66	50	52
1973	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
1974	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
1975	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Shipping point-wholesale as a percentage of retail value:													
1968	19	21	19	25	22	19	17	20	22	22	26	28	21
1969	30	25	22	23	20	16	15	23	24	27	26	27	23
1970	25	22	21	25	17	22	26	22	22	24	25	22	23
1971	23	22	21	25	27	22	24	22	22	29	20	30	24
1972	15	18	11	20	13	22	19	22	24	19	2	23	16
1973	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
1974	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
1975	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A

1/ U.S. No. 1, 60 pounds net weight per crate.

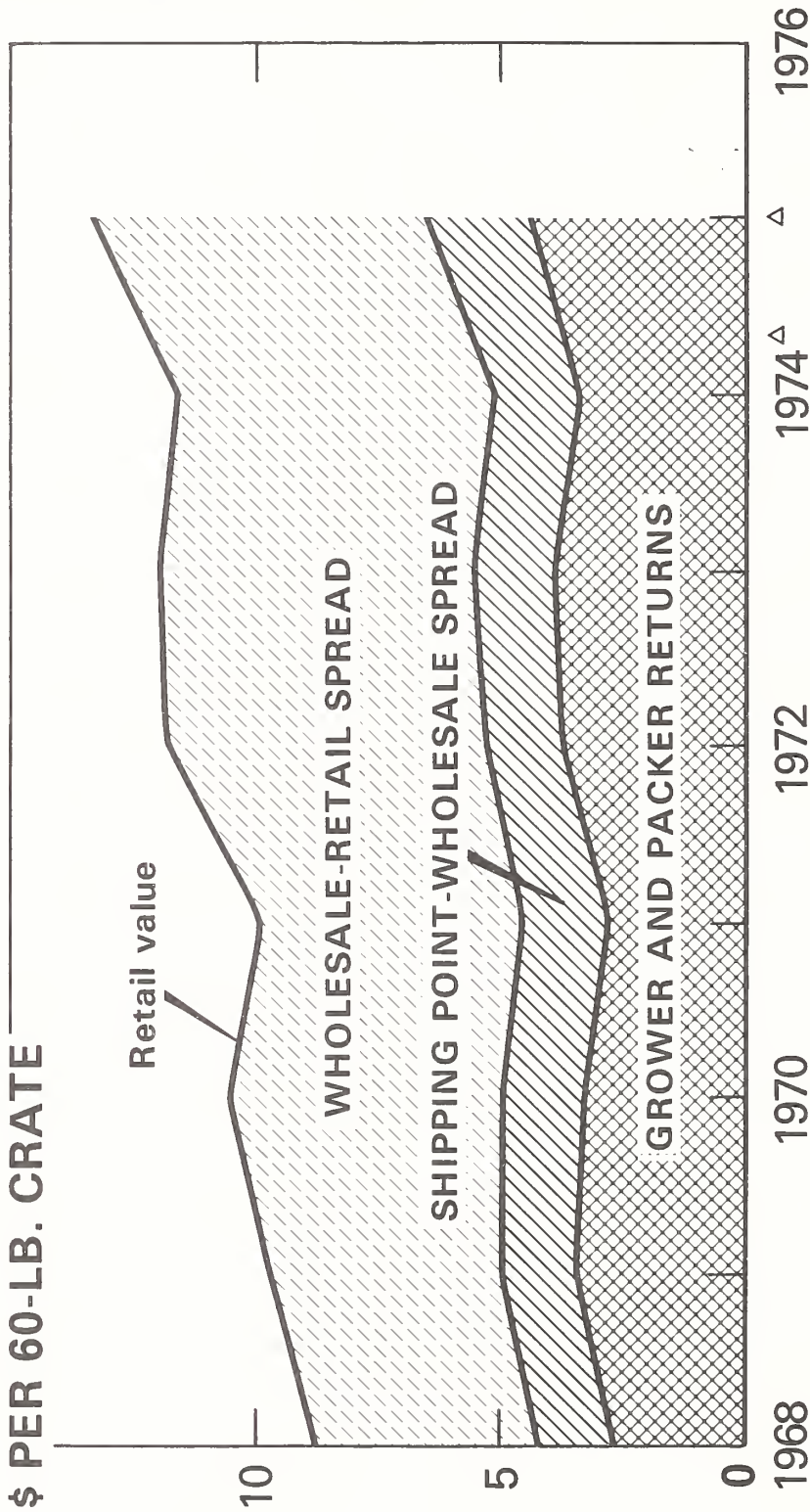
N/A = Not available.



# CALIFORNIA CELERY

*Seasonal Average Spreads for Chicago, New York City, Los Angeles, and Seattle*

**\$ PER 60-LB. CRATE**



**SEASON: JAN. - DEC.**

Δ DOES NOT INCLUDE SEATTLE.

USDA

NEG. ERS 2716-77 (3)

Figure 2

## Florida Celery

### Prices and Value

In the December-June season, Pascal celery was priced at Florida shipping points and at wholesale and retail in Atlanta, Chicago, New York City, and Washington, D.C. During these months, Florida supplied nearly 100 percent of all celery unloaded in Atlanta in 1974, 88 percent of unloads in Washington, slightly over one-half in New York City, and about one-third in Chicago.

Seasonal average retail prices of winter and spring Pascal celery for the United States, Atlanta, Chicago, New York City, and Washington, D.C., for 1962/63-1974/75 are shown in table 27. Retail prices trended upward in all markets, with larger increases in Atlanta and Washington. Chicago experienced the smallest price increase, from 15.5 cents per pound to 24.2 cents.

Wholesale prices and retail values of a 60-pound crate of winter and spring celery trended upward in Atlanta, Chicago, New York City, and Washington during 1967/68-1974/75 (tables 28, 29, 30, and 31). However, Florida shipping point prices, while fluctuating from season to season, did not establish any trend for the eight seasons. Consequently, the grower and packer share of the retail value in each market trended downward in the period.

Monthly wholesale prices and retail values were usually responsive to changes in the shipping point price. However, both wholesale price and retail value were far more responsive to increases than to decreases in shipping point price, resulting in the upward trend.

### Spreads and Grower and Packer Returns

The wholesale-retail spread and the shipping point-wholesale spread both trended upward in each market during 1967/68-1974/75 (tables 32, 33, 34, and 35). The wholesale-retail spread increased more in Atlanta than in the other markets, averaging \$10.51 per crate in 1974/75 or about double its 1967/68 size. However, the Atlanta seasonal average wholesale-retail spread was the largest of the four markets in only three of the eight seasons. The shipping point-wholesale spread increased most in Washington, averaging \$2.49 in 1974/75, or more than double its size 7 years earlier.

Seasonal average price spread data for Atlanta, Chicago, New York City, and Washington show that the four-city average retail value of a 60-pound crate of winter and spring celery was \$13.86 in 1974/75, \$4.49 higher than in 1967/68. The wholesale-retail spread increased from \$4.86 to \$8.35; the shipping point-wholesale spread, from \$1.29 to \$2.28; and grower and packer returns remained about the same at \$3.23.

A simple trend analysis indicates that the retail value of winter and spring celery sold in the four cities increased an average of 64 cents per crate per year during 1967/68-1974/75; the wholesale-retail spread, 55 cents; and the shipping point-wholesale spread, 9 cents. On the other hand, grower and packer returns declined less than 0.5 cent.

The wholesale-retail spread's share of the retail value of winter and spring celery increased an average of 1.6 percentage point per season, while the grower and packer share declined by a similar amount. The shipping point-wholesale spread's share of the retail value did not show any significant change. For the eight seasons, the wholesale-retail spread averaged 58 percent of the retail value; the shipping point-wholesale spread, 14 percent; and grower and packer returns, 28 percent.



Table 27.--Celery, Pascal, winter and spring: Seasonal average retail prices, United States and selected cities, 1962/63 1974/75 1/

Season	United States <sup>2/</sup>	Atlanta <sup>3/</sup>	Chicago <sup>3/</sup>	New York City <sup>3/</sup>	Washington D.C. <sup>3/</sup>
	<u>Cents per pound</u>				
1962/63	14.2	14.2	15.5	14.0	13.3
1963/64	15.3	N/A	15.8	15.1	15.0
1964/65	15.6	N/A	16.7	15.4	17.3
1965/66	16.7	N/A	17.6	17.0	18.4
1966/67	15.4	N/A	15.4	15.2	17.2
1967/68	17.2	16.5	16.5	16.5	18.8
1968/69	17.7	16.9	17.8	18.2	19.0
1969/70	21.5	20.2	21.9	21.6	22.7
1970/71	18.1	19.7	17.0	19.6	18.0
1971/72	25.5	26.6	26.8	26.9	25.3
1972/73	23.4	23.9	23.9	24.5	26.5
1973/74	22.2	21.3	22.2	23.4	23.0
1974/75	24.2	27.4	24.2	24.3	26.7

1/ 7-month average, December-June,

2/ BLS U.S. monthly prices weighted by 41 cities' monthly unloads

3/ BLS city monthly prices weighted by city monthly unloads.

N/A = Not available.

Table 28.--Celery, Pascal, winter and spring, Atlanta: Prices and value per crate and grower and packer returns as a percentage of retail value, by months and seasons, 1967/68-1974/75 1/

Item	Dec.	Jan.	Feb.	Mar.	Apr.	May	June	Season average
<u>Dollars</u>								
<u>Prices and value</u>								
Retail value: 2/								
1967/68	9.43	9.32	7.98	8.93	8.43	8.43	9.37	9.21
1968/69	8.93	8.76	7.81	9.04	9.04	11.49	11.55	9.43
1969/70	11.05	9.99	10.94	8.71	10.55	15.17	15.51	11.35
1970/71	11.77	10.38	10.94	10.99	11.10	10.21	11.72	10.99
1971/72	15.62	15.07	16.07	16.63	10.43	12.95	14.06	14.84
1972/73	14.67	12.33	13.50	12.67	12.11	14.67	13.33	13.34
1973/74	13.95	14.28	12.61	12.95	12.22	14.62	16.01	11.88
1974/75	14.79	14.62	14.84	14.45	14.84	16.18	19.03	15.29
<u>Wholesale price: 3/</u>								
1967/68	3.88	5.12	3.70	3.81	3.77	3.91	4.04	3.94
1968/69	3.25	3.50	3.62	4.12	4.42	6.25	5.25	4.26
1969/70	4.30	4.75	4.50	4.12	3.75	6.81	6.06	4.75
1970/71	3.25	3.25	3.00	3.00	3.50	3.45	3.75	3.31
1971/72	7.88	7.88	6.00	4.88	3.88	4.88	4.38	5.77
1972/73	3.25	5.50	5.12	4.50	3.82	5.66	5.00	4.64
1973/74	3.38	3.88	3.75	3.88	3.62	5.00	5.25	4.04
1974/75	4.00	5.04	4.88	3.75	4.88	5.43	6.00	4.78
<u>Shipping point price (f.o.b.): 4/</u>								
1967/68	3.12	4.44	3.00	2.82	2.75	3.12	3.12	3.19
1968/69	2.19	3.00	2.70	2.82	3.38	4.80	4.00	3.12
1969/70	3.12	3.50	4.00	3.25	2.88	5.22	5.50	3.79
1970/71	2.50	2.50	2.38	2.12	2.45	2.62	3.15	2.52
1971/72	6.50	6.00	4.75	4.85	2.70	4.15	2.50	4.62
1972/73	3.05	4.42	4.35	3.65	3.05	4.38	3.38	3.73
1973/74	2.25	2.50	2.38	2.75	2.50	3.55	3.54	2.73
1974/75	3.00	3.25	2.88	2.75	3.32	4.25	4.31	3.34
<u>Grower and packer share of retail value</u>								
	<u>Percent</u>							
1967/68	33	48	37	32	33	37	33	35
1968/69	24	34	34	31	37	42	35	33
1969/70	28	35	36	27	27	34	35	33
1970/71	21	24	22	19	22	26	27	23
1971/72	42	40	29	29	26	32	18	31
1972/73	21	36	32	29	25	30	25	28
1973/74	16	17	19	21	21	24	22	23
1974/75	20	22	19	19	22	26	23	22

1/ U.S. No. 1, 60 pounds net weight per crate. 2/ Returns to retailer for salable celery (7-percent allowance for loss incurred during marketing). 3/ Origin same as shipping point. 4/ Florida.

Table 29.--Celery, winter and spring, Chicago: Prices and value per crate and grower and packer returns as a percentage of retail value, by months and seasons, 1967/68-1974/75 1/

Item	Dec.	Jan.	Feb.	Mar.	Apr.	May	June	Season average
Dollars								
<u>Prices and value</u>								
Retail value: 2/								
1967/68 .....	9.43	10.83	10.16	8.82	8.04	8.59	9.15	9.21
1968/69 .....	8.26	9.93	9.37	9.04	9.32	11.55	11.66	9.93
1969/70 .....	10.99	12.16	13.17	12.78	10.38	12.72	13.50	12.22
1970/71 .....	9.26	9.32	9.49	9.37	9.04	8.82	11.27	9.49
1971/72 .....	15.01	16.29	17.04	15.90	10.99	14.28	13.84	14.95
1972/73 .....	11.89	14.01	14.68	13.62	12.05	13.28	14.56	13.34
1973/74 .....	11.60	11.72	11.72	12.22	11.88	12.89	15.01	12.39
1974/75 .....	13.50	13.62	13.34	12.90	13.00	14.28	14.62	13.50
<u>Wholesale price: 3/</u>								
1967/68 .....	4.38	6.25	4.50	3.75	2.85	4.50	4.50	4.38
1968/69 .....	3.00	4.60	4.60	4.80	4.75	7.50	5.50	5.15
1969/70 .....	4.25	6.25	4.50	4.75	4.25	8.75	7.00	5.54
1970/71 .....	3.50	3.25	3.25	3.85	3.85	3.85	4.60	3.78
1971/72 .....	9.25	9.50	7.25	5.40	4.20	5.50	4.25	6.65
1972/73 .....	4.50	6.75	6.75	5.75	4.50	6.50	5.25	5.69
1973/74 .....	3.75	4.50	3.50	3.75	4.25	6.50	5.50	4.64
1974/75 .....	5.00	6.00	4.62	5.25	5.00	6.50	7.50	5.51
<u>Shipping point price (f.o.b.): 4/</u>								
1967/68 .....	3.12	4.44	3.00	2.82	2.75	3.12	3.12	3.22
1968/69 .....	2.19	3.00	2.70	2.82	3.38	4.80	4.00	3.36
1969/70 .....	3.12	3.50	4.00	3.25	2.88	5.22	5.00	3.73
1970/71 .....	2.50	2.50	2.38	2.12	2.45	2.62	3.15	2.52
1971/72 .....	6.50	6.00	4.75	4.85	2.70	4.15	2.50	4.59
1972/73 .....	3.05	4.42	4.35	3.65	3.05	4.38	3.38	3.74
1973/74 .....	2.25	2.50	2.38	2.75	2.50	3.55	3.54	2.82
1974/75 .....	3.00	3.25	2.88	2.75	3.32	4.25	4.31	3.29
<u>Grower and packer share of retail value</u>								
	Percent							
1967/68 .....	33	41	29	32	34	36	34	35
1968/69 .....	26	30	29	31	36	42	34	34
1969/70 .....	29	29	30	25	28	41	37	30
1970/71 .....	27	27	25	23	27	30	28	27
1971/72 .....	43	37	28	31	24	29	18	31
1972/73 .....	26	31	30	27	25	33	23	28
1973/74 .....	19	21	20	23	21	27	24	23
1974/75 .....	22	24	22	21	26	30	29	24

1/ U.S. No. 1, 60 pounds net weight per crate. 2/ Returns to retailer for salable celery (7-percent allowance for loss incurred during marketing). 3/ Origin same as shipping point. 4/ Florida.

Table 30.--Celery, Pascal, winter and spring, New York City: Prices and value per crate and grower and packer returns as a percentage of retail value, by months and seasons, 1967/68-1974/75 <sup>1/</sup>

Item	Dec.	Jan.	Feb.	Mar.	Apr.	May	June	Season average
Dollars								
Prices and value								
Retail value: <sup>2/</sup>								
1967/68 .....	9.71	10.66	9.15	8.48	8.54	8.65	9.54	9.21
1968/69 .....	9.60	10.38	9.32	9.37	10.04	11.27	11.16	10.16
1969/70 .....	11.61	12.22	12.05	11.33	10.66	13.28	15.85	12.05
1970/71 .....	11.22	10.99	11.22	10.27	10.88	10.94	11.38	10.94
1971/72 .....	16.18	16.96	16.01	15.07	11.94	13.39	12.83	15.01
1972/73 .....	12.95	14.51	13.73	13.84	12.72	14.23	13.62	13.67
1973/74 .....	12.16	12.83	13.34	13.00	12.44	13.78	13.56	13.06
1974/75 .....	15.18	13.34	13.34	12.94	13.39	13.95	15.18	13.56
Wholesale price: <sup>3/</sup>								
1967/68 .....	4.25	6.50	4.65	3.50	4.25	4.25	5.00	4.64
1968/69 .....	3.25	4.25	4.25	4.38	4.75	7.25	5.25	4.95
1969/70 .....	3.75	5.75	5.00	4.87	4.50	8.25	7.00	5.33
1970/71 .....	3.00	3.50	3.65	3.65	4.25	4.25	4.25	3.79
1971/72 .....	8.50	8.75	7.50	5.50	3.75	5.25	4.50	6.53
1972/73 .....	3.62	7.00	6.50	5.00	4.75	6.00	5.50	5.53
1973/74 .....	3.25	4.25	3.75	3.50	4.00	6.50	5.50	4.38
1974/75 .....	4.25	6.25	5.50	5.25	5.00	6.50	7.00	5.55
Shipping point price (f.o.b.): <sup>4/</sup>								
1967/68 .....	3.12	4.44	3.00	2.82	2.75	3.12	3.12	3.23
1968/69 .....	2.19	3.00	2.70	2.82	3.38	4.80	4.00	3.38
1969/70 .....	3.12	3.50	4.00	3.25	2.88	5.22	5.50	3.70
1970/71 .....	2.50	2.50	2.38	2.12	2.45	2.62	3.15	2.48
1971/72 .....	6.50	6.00	4.75	4.85	2.70	4.15	2.50	4.69
1972/73 .....	3.05	4.42	4.35	3.65	3.05	4.38	3.38	3.81
1973/74 .....	2.25	2.50	2.38	2.75	2.50	3.55	3.54	2.76
1974/75 .....	3.00	3.25	2.88	2.75	3.32	4.25	4.31	3.20
Grower and packer share of retail value								
	Percent							
1967/68 .....	32	42	33	33	32	36	33	35
1968/69 .....	23	29	29	30	34	42	36	33
1969/70 .....	27	29	33	29	27	39	35	31
1970/71 .....	22	23	21	21	22	24	28	23
1971/72 .....	40	35	30	32	23	31	19	31
1972/73 .....	24	30	32	26	31	31	25	28
1973/74 .....	19	19	18	21	20	26	26	21
1974/75 .....	20	24	21	21	25	31	28	24

<sup>1/</sup> U.S. No. 1, 60 pounds net weight per crate. <sup>2/</sup> Returns to retailer for salable celery (7-percent allowance for loss incurred during marketing). <sup>3/</sup> Origin same as shipping point. <sup>4/</sup> Florida.

Table 31.--Celery, Pascal, winter and spring, Washington, D.C.: Prices and value per crate and grower and packer returns as a percentage of retail value, by months and seasons, 1967/68-1974/75 1/

Item	Dec.	Jan.	Feb.	Mar.	Apr.	May	June	Season average
Dollars								
Prices and value								
Retail value: 2/								
1967/68 .....	10.04	12.56	11.61	8.87	10.04	9.82	11.55	10.49
1968/69 .....	9.49	9.77	9.99	9.65	10.21	12.89	13.95	10.60
1969/70 .....	10.99	12.44	12.72	11.49	11.38	15.96	18.30	12.67
1970/71 .....	11.05	9.43	9.99	8.98	9.49	10.55	11.33	10.04
1971/72 .....	14.62	15.51	16.46	14.95	10.83	12.72	12.39	14.12
1972/73 .....	14.90	15.68	15.34	13.28	13.89	15.84	14.84	14.79
1973/74 .....	11.49	13.00	12.11	11.72	11.16	15.79	17.19	12.83
1974/75 .....	17.35	14.34	13.89	13.89	13.95	16.41	15.46	14.90
Wholesale price: 3/								
1967/68 .....	4.38	5.75	4.12	3.62	3.50	4.38	5.00	4.33
1968/69 .....	5.00	5.00	4.25	4.38	4.25	7.50	5.88	5.16
1969/70 .....	5.50	5.88	4.25	4.62	4.62	8.50	7.00	5.45
1970/71 .....	4.25	3.82	3.50	3.62	4.12	4.50	4.75	4.03
1971/72 .....	9.25	8.75	7.25	5.25	4.00	5.75	5.25	6.60
1972/73 .....	5.25	6.88	6.00	5.00	4.25	6.81	5.43	5.63
1973/74 .....	3.75	4.25	4.75	4.75	4.75	4.50	5.25	4.50
1974/75 .....	4.75	6.75	4.62	6.50	5.25	6.00	7.00	5.78
Shipping point price (f.o.b.): 4/								
1967/68 .....	3.12	4.44	3.00	2.82	2.75	3.12	3.12	3.18
1968/69 .....	2.19	3.00	2.70	2.82	3.38	4.80	4.00	3.22
1969/70 .....	3.12	3.50	4.00	3.25	2.88	5.22	5.50	3.67
1970/71 .....	2.50	2.50	2.38	2.12	2.45	2.62	3.15	2.48
1971/72 .....	6.50	6.00	4.75	4.85	2.70	4.15	2.50	4.62
1972/73 .....	3.05	4.42	4.35	3.65	3.05	4.38	3.38	3.75
1973/74 .....	2.25	2.50	2.38	2.75	2.50	3.55	3.54	2.71
1974/75 .....	3.00	3.25	2.88	2.25	3.32	4.25	4.31	3.29
Grower and packer share of retail value								
				Percent				
1967/68 .....	31	35	26	32	27	32	27	30
1968/69 .....	23	31	27	29	33	37	29	31
1969/70 .....	28	28	31	28	25	33	30	29
1970/71 .....	23	27	24	23	26	25	28	25
1971/72 .....	44	39	29	32	25	33	28	33
1972/73 .....	20	28	28	27	22	28	23	25
1973/74 .....	20	19	20	23	22	22	21	21
1974/75 .....	17	23	21	20	24	26	28	22

1/ U.S. No. 1, 60 pounds net weight per crate. 2/ Returns to retailer for salable celery (7-percent allowance for loss incurred during marketing). 3/ Origin same as shipping point. 4/ Florida.

Table 32.-Celery, Pascal, winter and spring, Atlanta: Spreads per crate and as a percentage of the retail value, by months and seasons, 1967/68-1974/75 1/

Spreads	Dec.	Jan.	Feb.	Mar.	Apr.	May	June	Season average
<u>Dollars</u>								
Wholesale-retail:								
1967/68 .....	5.55	4.20	4.28	5.12	4.66	4.52	5.33	5.27
1968/69 .....	5.68	5.26	4.19	4.92	4.62	5.24	6.30	5.17
1969/70 .....	6.75	5.24	6.44	4.59	6.80	8.36	9.45	6.60
1970/71 .....	8.52	7.13	7.94	7.99	7.60	6.76	7.97	7.68
1971/72 .....	7.74	7.19	10.07	11.75	6.55	8.07	9.68	9.07
1972/73 .....	11.42	6.83	8.38	8.17	8.29	9.01	8.33	8.70
1973/74 .....	10.57	10.40	8.86	9.07	8.60	9.62	10.76	7.84
1974/75 .....	10.79	9.58	9.96	10.70	9.96	10.75	13.03	10.51
Shipping point-wholesale:								
1967/68 .....	.76	.68	.70	.99	1.02	.79	.92	.75
1968/69 .....	1.06	.50	.92	1.30	1.04	1.45	1.25	1.14
1969/70 .....	1.18	1.25	.50	.87	.87	1.59	.56	.96
1970/71 .....	.75	.75	.62	.88	1.05	.83	.60	.79
1971/72 .....	1.38	1.88	1.25	.03	1.18	.73	1.88	1.15
1972/73 .....	.20	1.08	.77	.85	.77	1.28	1.62	.91
1973/74 .....	1.13	1.38	1.37	1.13	1.12	1.45	1.71	1.31
1974/75 .....	1.00	1.79	2.00	1.00	1.56	1.18	1.69	1.44
<u>Percent</u>								
Wholesale-retail as a percentage of retail value:								
1967/68 .....	59	45	54	57	55	54	57	57
1968/69 .....	64	60	54	55	51	45	54	55
1969/70 .....	61	52	59	53	65	55	61	58
1970/71 .....	73	69	72	73	69	66	68	70
1971/72 .....	49	48	63	71	63	62	69	61
1972/73 .....	78	55	62	64	68	61	63	65
1973/74 .....	76	73	70	70	70	66	67	66
1974/75 .....	73	66	67	74	67	67	68	69
Shipping point-wholesale as a percentage of retail value:								
1967/68 .....	8	7	9	11	12	9	10	8
1968/69 .....	12	6	12	14	12	13	11	12
1969/70 .....	11	13	5	10	8	11	4	9
1970/71 .....	6	7	6	8	9	8	5	7
1971/72 .....	9	12	8	2/	11	6	13	8
1972/73 .....	1	9	6	7	7	9	12	7
1973/74 .....	8	10	11	9	9	10	11	11
1974/75 .....	7	12	14	7	11	7	9	9

1/ U.S. No. 1, 60 pounds net weight per crate. 2/ Less than 0.5 percent.



Table 33.- Celery, Pascal, winter and spring, Chicago: Spreads per crate and as a percentage of the retail value, by months and seasons, 1967/68-1974/75 <sup>1/</sup>

Spreads	Dec.	Jan.	Feb.	Mar.	Apr.	May	June	Season average
<u>Dollars</u>								
Wholesale-retail:								
1967/68 .....	5.05	4.58	5.66	5.07	5.19	4.09	4.65	4.83
1968/69 .....	5.26	5.33	4.77	4.24	4.57	4.05	6.16	4.78
1969/70 .....	6.74	5.91	8.67	8.03	6.13	3.97	6.50	6.68
1970/71 .....	5.76	6.07	6.24	5.52	5.19	4.97	6.67	5.71
1971/72 .....	5.76	6.79	9.79	10.50	6.79	8.78	9.59	8.30
1972/73 .....	7.39	7.26	7.93	7.87	7.55	6.78	9.31	7.65
1973/74 .....	7.85	7.22	8.22	8.47	7.63	6.39	9.51	7.75
1974/75 .....	8.50	7.62	8.72	7.65	8.00	7.78	7.12	7.99
Shipping point-wholesale:								
1967/68 .....	1.26	1.81	1.50	.93	.10	1.38	1.38	1.16
1968/69 .....	.81	1.60	1.90	1.98	1.37	2.70	1.50	1.79
1969/70 .....	1.13	2.75	.50	1.50	1.37	3.53	2.00	1.81
1970/71 .....	1.00	.75	.87	1.73	1.40	1.23	1.45	1.26
1971/72 .....	2.75	3.50	2.50	.55	1.50	1.35	1.75	2.06
1972/73 .....	1.45	2.33	2.40	2.10	1.45	2.12	1.87	1.95
1973/74 .....	1.50	2.00	1.12	1.00	1.75	2.95	1.96	1.82
1974/75 .....	2.00	2.75	1.74	2.50	1.68	2.25	3.19	2.22
<u>Percent</u>								
Wholesale-retail as a percentage of retail value:								
1967/68 .....	54	42	56	57	65	48	51	52
1968/69 .....	64	54	51	47	49	35	53	48
1969/70 .....	61	48	66	63	59	31	48	55
1970/71 .....	62	65	66	59	57	56	59	60
1971/72 .....	39	42	57	66	62	62	69	55
1972/73 .....	62	52	54	58	63	51	64	57
1973/74 .....	68	62	70	69	64	50	63	62
1974/75 .....	63	56	65	59	61	54	49	59
Shipping point-wholesale as a percentage of retail value:								
1967/68 .....	13	17	15	11	1	16	15	13
1968/69 .....	10	16	20	22	15	23	13	18
1969/70 .....	10	23	4	12	13	28	15	15
1970/71 .....	11	8	9	18	16	14	13	13
1971/72 .....	18	21	15	3	14	9	13	14
1972/73 .....	12	17	16	15	12	16	13	15
1973/74 .....	13	17	10	8	15	23	13	15
1974/75 .....	15	20	13	20	13	16	22	17

<sup>1/</sup> U.S. No. 1, 60 pounds net weight per crate.



Table 34.-Celery, Pascal, winter and spring, New York City: Spreads per crate and as a percentage of the retail value, by months and seasons, 1967/68-1974/75 1/

Spreads	Dec.	Jan.	Feb.	Mar.	Apr.	May	June	Season average
Dollars								
Wholesale-retail:								
1967/68	5.46	4.16	4.50	4.98	4.29	4.40	4.54	4.57
1968/69	6.35	6.13	5.07	4.99	5.29	4.02	5.91	5.21
1969/70	7.86	6.47	7.05	6.46	6.16	5.03	8.85	6.72
1970/71	8.22	7.49	7.57	6.62	6.63	6.69	7.13	7.15
1971/72	7.68	8.21	8.51	9.57	8.19	8.14	8.33	8.48
1972/73	9.33	7.51	7.23	8.84	7.97	8.23	8.12	8.14
1973/74	8.91	8.58	9.59	9.50	8.44	7.28	8.06	8.68
1974/75	10.93	7.09	7.84	7.69	8.39	7.45	8.18	8.01
Shipping point-wholesale:								
1967/68	1.13	2.06	1.65	.68	1.50	1.13	1.88	1.41
1968/69	1.06	1.25	1.55	1.56	1.37	2.45	1.25	1.57
1969/70	.63	2.25	1.00	1.62	1.62	3.03	1.50	1.63
1970/71	.50	1.00	1.27	1.53	1.80	1.63	1.10	1.31
1971/72	2.00	2.75	2.75	.65	1.05	1.10	2.00	1.84
1972/73	.57	2.58	2.15	1.35	1.70	1.62	2.12	1.72
1973/74	1.00	1.75	1.37	.75	1.50	2.95	1.96	1.62
1974/75	1.25	3.00	2.62	2.50	1.68	2.25	2.69	2.35
Percent								
Wholesale-retail as a percentage of:								
retail value:								
1967/68	56	39	49	59	50	51	47	50
1968/69	66	59	54	53	53	36	53	51
1969/70	68	53	59	57	58	38	56	56
1970/71	73	68	68	64	61	61	62	65
1971/72	48	48	53	64	69	61	65	57
1972/73	72	52	52	64	63	58	60	59
1973/74	73	67	72	73	68	53	60	66
1974/75	72	53	59	60	63	53	54	59
Shipping point-wholesale as a								
percentage of retail value:								
1967/68	12	19	18	8	18	13	20	15
1968/69	11	12	17	17	13	22	11	16
1969/70	5	18	8	14	15	23	9	13
1970/71	5	9	11	15	17	15	10	12
1971/72	12	16	17	4	9	8	16	12
1972/73	4	18	16	10	13	11	15	13
1973/74	8	14	10	6	12	21	14	12
1974/75	8	23	20	19	12	16	18	17

1/ U.S. No. 1, 60 pounds net weight per crate.

Table 35.--Celery, Pascal, winter and spring, Washington, D.C.: Spreads per crate and as a percentage of the retail value, by months and seasons, 1967/68-1974/75 1/

Spreads	Dec.	Jan.	Feb.	Mar.	Apr.	May	June	Season average
<u>Dollars</u>								
Wholesale-retail:								
1967/68 .....	5.66	6.81	7.49	5.25	6.54	5.44	6.55	6.16
1968/69 .....	4.49	4.77	5.74	5.27	5.96	5.39	8.07	5.44
1969/70 .....	5.49	6.56	8.47	6.87	6.76	7.46	11.30	7.22
1970/71 .....	6.80	5.61	6.49	5.36	5.37	6.00	6.58	6.01
1971/72 .....	5.37	6.76	9.21	9.70	6.83	6.97	7.14	7.52
1972/73 .....	9.65	8.80	9.34	8.28	9.64	9.03	9.41	9.16
1973/74 .....	7.74	8.75	7.36	6.97	6.41	11.29	11.94	8.33
1974/75 .....	12.60	7.59	9.27	7.39	8.70	10.41	8.46	9.12
Shipping point-wholesale:								
1967/68 .....	1.26	1.31	1.12	.80	.75	1.26	1.88	1.15
1968/69 .....	2.81	2.00	1.55	1.56	.87	2.70	1.88	1.94
1969/70 .....	2.38	2.38	.25	1.37	1.74	3.28	1.50	1.78
1970/71 .....	1.75	1.32	1.12	1.50	1.67	1.88	1.60	1.55
1971/72 .....	2.75	2.75	2.50	.40	1.30	1.60	2.75	1.98
1972/73 .....	2.20	2.46	1.65	1.35	1.20	2.43	2.05	1.88
1973/74 .....	1.50	1.75	2.37	2.00	2.25	.95	1.71	1.79
1974/75 .....	1.75	3.50	1.74	3.75	1.93	1.75	2.69	2.49
<u>Percent</u>								
Wholesale-retail as a percentage of retail value:								
1967/68 .....	56	54	64	59	65	55	57	59
1968/69 .....	47	49	57	55	58	42	58	51
1969/70 .....	50	53	67	60	60	47	62	57
1970/71 .....	61	59	65	60	56	57	58	60
1971/72 .....	37	43	56	65	63	55	58	53
1972/73 .....	65	56	61	62	69	57	63	62
1973/74 .....	67	67	61	60	58	72	69	65
1974/75 .....	73	53	67	53	62	63	55	61
Shipping point-wholesale as a percentage of retail value:								
1967/68 .....	13	11	10	9	8	13	16	11
1968/69 .....	30	20	16	16	9	21	13	18
1969/70 .....	22	19	2	12	15	20	8	14
1970/71 .....	16	14	11	17	18	18	14	15
1971/72 .....	19	18	15	3	12	12	22	14
1972/73 .....	15	16	11	10	9	15	14	13
1973/74 .....	13	14	19	17	20	6	10	14
1974/75 .....	10	24	12	27	14	11	17	22

1/ U.S. No. 1, 60 pounds net weight per crate.

### Consumption and Production

Per capita consumption of sweet corn (all forms) trended upward during 1964-75, reaching 27.1 pounds per person. All of the increase came from canned and frozen corn; fresh corn consumption fluctuated between 7 and 8 pounds per person during the period, averaging 7.6 pounds in 1975.

Sweet corn for the fresh market is produced commercially in the United States year round, with slightly more than one-third of the crop being grown in the winter and spring. Spring sweet corn for the fresh market is produced commercially in four States, and the winter crop in only one--Florida. Florida is also the leading grower of spring sweet corn, with both crops accounting for about 85 percent of the national total (table 36).

U.S. winter and spring sweet corn production was 4.727 million cwt. in 1975, about one-fourth more than in 1964. All of the increase in production occurred in Florida, with output in the other three States declining about 30 percent during this period.

### Prices and Value

Four major markets were selected for pricing sweet corn--Boston, Chicago, Los Angeles, and New York City. During January-June, Florida supplies essentially 100 percent of the sweet corn unloaded in Boston, Chicago, and New York City and about two-thirds of that unloaded in Los Angeles.

Because U.S. average retail prices were not available for sweet corn, a weighted average retail price for the four markets was calculated. The four-city seasonal average retail price per dozen ears of sweet corn trended upward from \$1.31 in 1964 to \$2.11 in 1975, a 62-percent increase (table 37). The price increased most in New York City--from \$1.31 per dozen to \$2.17. In most seasons, retail prices were higher than the four-city average in Los Angeles and New York City and lower in Chicago and Boston.

Seasonal average shipping point prices, wholesale prices, and retail values of a crate of sweet corn trended upward in each market (tables 38, 39, 40, and 41). The seasonal average shipping point price, varying slightly in different markets due to weighting, increased about 37 percent during 1968-75. Wholesale prices and retail values per crate were generally responsive to changes in shipping point prices.

Price behavior within seasons was generally similar for the four markets. As expected, prices tended to be highest in February, March, and April when supplies were relatively scarce. In May and June, prices generally declined as supplies became more plentiful.

### Spreads and Grower and Packer Returns

The wholesale-retail spread and the shipping point-wholesale spread trended upward in all markets during 1968-75 (tables 42, 43, 44, and 45). The shipping point-wholesale spread was usually higher in Los Angeles than in other markets, reflecting higher transportation costs for Florida sweet corn to Los Angeles than to the other three markets. The wholesale-retail spread was larger in New York City than in other markets in most seasons.

Price spread data for sweet corn sold in Boston, Chicago, Los Angeles, and New York City show that the four-city seasonal average retail value was \$9.23 per crate in 1975, 48 percent higher than in 1968. The wholesale-retail spread increased from \$1.97 to \$3.35 per crate; the shipping point-wholesale spread, from \$1.52 to \$2.12; and grower and packer returns, from \$2.75 to \$3.76.

A simple trend analysis indicates that the retail value of sweet corn in the four cities increased an average of 41 cents a crate per season during 1968-75. During this period, the wholesale-retail spread increased 18 cents; shipping point-wholesale spread, 10 cents; and grower and packer returns, 13 cents.

The market shares fluctuated from season to season within a narrow range, but did not show any significant trend over the period. For the eight seasons, the wholesale-retail spread averaged 36 percent of the retail value; the shipping point-wholesale spread, 24 percent; and grower and packer returns, 40 percent.

Table 36.--Corn, sweet, winter and spring: Production for fresh market, United States and selected States, 1964-75

Year	Florida	Other States	United States
	<u>1,000 cwt..</u>		
1964	2,763	1,025	3,788
1965	3,217	968	4,185
1966	3,490	859	4,349
1967	3,921	784	4,705
1968	3,282	839	4,121
1969	3,895	574	4,469
1970	3,345	822	4,167
1971	3,498	613	4,111
1972	3,858	852	4,710
1973	4,370	704	5,074
1974	4,079	578	4,657
1975	4,007	720	4,727

Table 37.--Corn, sweet: Seasonal average retail prices, 4-city average and selected cities, 1964-75 1/

Season	4-city average 2/	Boston 2/	Chicago 3/	Los Angeles 3/	New York City 3/
	<u>Cents per dozen</u>				
1964	4/130.2	N/A	***128.6	N/A	***130.9
1965	5/126.5	*121.3	121.8	N/A	129.1
1966	5/119.1	**119.9	***110.3	N/A	***122.8
1967	5/129.9	*112.3	127.3	N/A	135.0
1968	5/142.8	**136.4	135.4	N/A	146.9
1969	5/141.2	**140.5	**129.3	N/A	145.9
1970	150.6	*143.6	*129.2	**163.7	***155.7
1971	170.7	***156.0	***155.2	***177.6	***179.4
1972	165.9	149.7	***153.6	***178.9	176.5
1973	176.0	156.7	160.9	181.6	188.1
1974	188.6	172.8	182.4	205.6	189.1
1975	211.2	**195.9	***199.5	215.6	217.4

1/ 6-month weighted average, January-June. 2/ Average seasonal prices for Boston, Chicago, Los Angeles, and New York City weighted by total season unloads. 3/ BLS city monthly prices weighted by city monthly unloads. 4/ Does not include Boston and Los Angeles. 5/ Does not include Los Angeles. N/A = Not available. \*3-month average. \*\*4-month average. \*\*\*5-month average.

Table 38.--Corn, sweet, Boston: Prices and value per crate and grower and packer returns as a percentage of retail value, by months and seasons, 1968-75 1/:

Item	Jan.	Feb.	Mar.	Apr.	May	June	Season average
<u>Dollars</u>							
<u>Prices and value</u>							
Retail value: 2/							
1968 .....	N/A	N/A	7.46	6.79	6.43	4.97	**5.96
1969 .....	N/A	7.19	6.56	7.22	6.13	5.69	**6.14
1970 .....	N/A	N/A	6.43	7.66	6.37	5.96	*6.27
1971 .....	5.80	6.04	N/A	7.05	7.42	6.64	***6.82
1972 .....	6.56	6.96	6.84	7.66	6.66	6.07	6.54
1973 .....	6.55	8.18	7.00	7.39	6.78	6.50	6.84
1974 .....	7.59	7.39	8.47	7.65	7.66	7.20	7.55
1975 .....	N/A	9.04	N/A	9.66	8.54	8.21	**8.56
<u>Wholesale price: 3/</u>							
1968 .....	3.75	5.00	5.38	4.50	4.13	2.88	**3.76
1969 .....	N/A	N/A	5.00	4.00	4.13	3.38	**3.80
1970 .....	N/A	N/A	N/A	5.13	4.00	3.88	*4.05
1971 .....	3.25	5.50	N/A	6.00	5.25	4.00	***4.47
1972 .....	4.62	4.50	4.75	5.75	4.25	4.00	4.35
1973 .....	5.00	5.75	5.50	4.75	4.00	4.38	4.48
1974 .....	6.50	5.50	5.50	5.00	5.50	4.12	5.02
1975 .....	5.50	6.25	6.00	5.50	6.88	5.50	**5.98
<u>Shipping point price (f.o.b.): 4/</u>							
1968 .....	2.00	4.02	4.50	4.00	2.65	1.97	**2.73
1969 .....	4.50	4.56	3.35	3.02	2.30	2.00	**2.34
1970 .....	4.30	5.84	5.00	4.00	2.50	2.50	*2.65
1971 .....	1.62	3.88	5.95	4.30	4.40	2.50	***3.12
1972 .....	3.00	2.70	3.00	4.00	3.00	2.50	2.87
1973 .....	2.67	4.75	3.50	3.20	2.60	2.50	2.83
1974 .....	4.00	3.25	4.40	3.00	3.00	2.75	3.10
1975 .....	3.50	4.30	4.00	4.00	3.50	3.75	**3.73
<u>Grower and packer share of retail value</u>							
Percent							
1968 .....	N/A	N/A	60	59	41	40	**46
1969 .....	N/A	N/A	51	42	37	35	**38
1970 .....	N/A	N/A	N/A	52	39	42	*42
1971 .....	28	64	N/A	61	59	38	***46
1972 .....	46	39	44	52	45	41	44
1973 .....	41	58	50	43	38	38	41
1974 .....	53	44	52	39	39	38	41
1975 .....	N/A	47	N/A	41	41	46	**44

1/ U.S. fancy, crate of 4-3/4 dozen ears. 2/ Returns to retailer for salable corn (8-percent allowance for loss incurred during marketing).  
 3/ Origin same as shipping point. 4/ Florida. \*3-month average. \*\*4-month average. \*\*\*5-month average. N/A = Not available.



Table 39.--Corn, sweet, Chicago: Prices and value per crate and grower and packer returns as a percentage of retail value, by months and seasons, 1968-75 1/

Item	Jan.	Feb.	Mar.	Apr.	May	June	Season average
Prices and value							
Retail value: 2/							
1968 .....	5.23	6.55	7.34	7.34	6.04	4.88	5.93
1969 .....	5.68	N/A	6.64	6.71	5.12	4.91	**5.65
1970 .....	N/A	6.61	N/A	7.00	5.42	5.52	*5.65
1971 .....	4.84	6.58	N/A	7.43	7.52	6.66	***6.78
1972 .....	N/A	7.04	7.07	7.48	7.26	5.57	***6.72
1973 .....	5.92	8.51	8.34	8.26	6.99	6.29	7.03
1974 .....	8.83	7.57	10.02	7.16	8.10	7.33	7.97
1975 .....	N/A	8.74	8.71	8.99	8.30	8.94	***8.71
Wholesale price: 3/							
1968 .....	3.50	5.50	6.00	6.00	4.75	3.50	4.58
1969 .....	N/A	N/A	4.85	4.35	4.25	3.65	**4.15
1970 .....	N/A	N/A	N/A	5.25	4.25	4.15	*4.32
1971 .....	2.85	5.50	N/A	6.40	4.50	4.25	***4.36
1972 .....	N/A	4.75	4.75	6.00	5.00	4.25	***4.81
1973 .....	4.50	6.35	4.75	5.00	4.50	4.50	4.68
1974 .....	6.75	6.00	6.50	5.25	5.50	4.50	5.38
1975 .....	6.00	6.75	6.25	5.25	6.25	5.75	5.93
Shipping point price (f.o.b): 4/							
1968 .....	2.00	4.02	4.50	4.00	2.65	1.97	2.79
1969 .....	4.50	4.56	3.35	3.02	2.30	2.00	**2.51
1970 .....	4.30	5.84	5.00	4.00	2.50	2.50	*2.67
1971 .....	1.62	3.88	5.95	4.30	4.40	2.50	***3.18
1972 .....	3.00	2.70	3.00	4.00	3.00	2.50	***2.90
1973 .....	2.67	4.75	3.50	3.20	2.60	2.50	2.82
1974 .....	4.00	3.25	4.40	3.00	3.00	2.75	3.14
1975 .....	3.50	4.30	4.00	4.00	3.50	3.75	***3.77
Grower and packer share of retail value							
Percent							
1968 .....	38	61	61	55	44	41	47
1969 .....	N/A	N/A	50	45	45	41	**44
1970 .....	N/A	N/A	N/A	57	46	45	**47
1971 .....	34	59	N/A	58	59	38	***47
1972 .....	N/A	42	42	53	41	45	44
1973 .....	45	56	42	39	37	40	40
1974 .....	45	43	44	42	37	37	39
1975 .....	N/A	49	46	44	42	42	***43

1/ U.S. fancy, crate of 4-3/4 dozen ears. 2/ Returns to retailer for salable corn (8-percent allowance for loss incurred during marketing)  
3/ Origin same as shipping point. 4/ Florida. \*3-month average. \*\*4-month average. \*\*\*5-month average. N/A = Not available.



Table 40.--Corn, sweet, Los Angeles: Prices and value per crate and grower and packer returns as a percentage of retail value, by months and seasons, 1970-75 <sup>1/</sup>

Item	Jan.	Feb.	Mar.	Apr.	May	June	Season average
<u>Dollars</u>							
Prices and value							
Retail value: <sup>2/</sup>							
1970 .....	7.31	8.08	N/A	8.26	6.96	6.24	*7.16
1971 .....	5.92	7.55	N/A	8.88	8.45	6.38	**7.76
1972 .....	7.63	7.52	7.60	8.67	7.50	5.92	**7.82
1973 .....	7.07	9.13	8.91	8.27	7.61	6.81	7.94
1974 .....	9.52	9.00	9.49	8.34	8.81	8.45	8.90
1975 .....	9.25	9.38	9.67	9.70	9.26	8.68	9.42
Wholesale price: <sup>3/</sup>							
1970 .....	6.50	N/A	6.12	5.88	4.50	4.38	*4.92
1971 .....	3.38	5.88	7.62	6.50	5.25	4.38	**5.04
1972 .....	4.88	4.38	4.75	5.75	4.88	N/A	**4.98
1973 .....	4.62	6.12	5.38	5.12	4.62	5.00	5.00
1974 .....	6.50	5.12	6.38	5.38	5.50	5.38	5.72
1975 .....	5.00	6.75	6.25	5.25	6.62	6.25	5.86
Shipping point price (f.o.b.): <sup>4/</sup>							
1970 .....	4.30	5.84	5.00	4.00	2.50	2.50	*2.95
1971 .....	1.62	3.88	5.95	4.30	4.40	2.50	**3.60
1972 .....	3.00	2.70	3.00	4.00	3.00	2.50	**3.19
1973 .....	2.67	4.75	3.50	3.20	2.60	2.50	3.04
1974 .....	4.00	3.25	4.40	3.00	3.00	2.75	3.38
1975 .....	3.50	4.30	4.00	4.00	3.50	3.75	3.81
Grower and packer share							
of retail value							
Percent							
1970 .....	59	N/A	N/A	48	36	40	*41
1971 .....	27	51	N/A	48	52	39	**46
1972 .....	39	36	39	46	40	42	**41
1973 .....	38	52	39	39	34	37	38
1974 .....	42	36	46	36	34	33	38
1975 .....	38	46	41	41	38	43	40

<sup>1/</sup> U.S. fancy, crate of 4-3/4 dozen ears.

<sup>2/</sup> Returns to retailer for salable corn (8-percent allowance for loss incurred during marketing).

<sup>3/</sup> Origin same as shipping point.

<sup>4/</sup> Florida.

\*4-month average. \*\*5-month average. N/A = Not available.

Table 41.--Corn, sweet, New York City: Prices and value per crate and grower and packer returns as a percentage of retail value, by months and seasons, 1968-75 1/

Item	Jan.	Feb.	Mar.	Apr.	May	June	Season average
<u>Dollars</u>							
<u>Prices and value</u>							
Retail value: <u>2/</u>							
1968 .....	6.14	7.52	7.87	7.53	6.69	5.35	6.42
1969 .....	7.77	8.35	7.66	7.53	6.20	5.70	6.38
1970 .....	7.94	9.25	N/A	8.39	6.56	6.76	*6.81
1971 .....	5.92	7.85	N/A	9.09	8.97	7.19	*7.84
1972 .....	7.25	7.36	7.36	8.04	7.26	6.47	7.09
1973 .....	7.68	9.61	9.39	8.72	8.17	7.73	8.22
1974 .....	8.80	9.07	9.69	8.99	7.76	8.29	8.26
1975 .....	10.06	9.53	10.58	10.28	9.16	9.02	9.50
<u>Wholesale price: <u>3/</u></u>							
1968 .....	3.62	5.38	5.75	5.75	4.35	3.25	4.26
1969 .....	6.00	5.00	5.00	4.00	4.25	3.62	4.01
1970 .....	6.15	5.75	7.00	5.25	4.00	4.00	*4.11
1971 .....	3.38	6.25	7.50	6.25	5.00	4.15	*4.54
1972 .....	4.75	4.50	4.88	5.62	4.85	4.00	4.62
1973 .....	5.50	6.50	5.68	5.38	4.38	4.77	4.38
1974 .....	6.25	5.50	6.25	5.00	5.50	4.38	5.19
1975 .....	5.50	6.38	6.00	5.50	6.50	5.50	5.83
<u>Shipping point price</u>							
(f.o.b.): <u>4/</u>							
1968 .....	2.00	4.02	4.50	4.00	2.65	1.97	2.74
1969 .....	4.50	4.56	3.35	3.02	2.30	2.00	2.43
1970 .....	4.30	5.84	5.00	4.00	2.50	2.50	*2.63
1971 .....	1.62	3.88	5.95	4.30	4.40	2.50	*3.22
1972 .....	3.00	2.70	3.00	4.00	3.00	2.50	2.90
1973 .....	2.67	4.75	3.50	3.20	2.60	2.50	2.82
1974 .....	4.00	3.25	4.40	3.00	3.00	2.75	3.06
1975 .....	3.50	4.30	4.00	4.00	3.50	3.75	3.74
<u>Grower and packer share</u>							
of retail value							
1968 .....	33	53	57	53	40	37	43
1969 .....	58	55	44	40	38	35	38
1970 .....	54	63	N/A	48	38	37	*38
1971 .....	27	49	N/A	47	49	35	*41
1972 .....	41	37	41	50	41	39	41
1973 .....	35	50	37	37	32	33	34
1974 .....	45	36	45	33	39	33	37
1975 .....	35	45	38	39	38	42	39

1/ U.S. fancy, crate of 4-3/4 dozen ears. 2/ Returns to retailer for salable corn (8-percent allowance for loss incurred during marketing).  
3/ Origin same as shipping point. 4/ Florida. \*5-month average. N/A= Not available.

Table 42.--Corn, sweet, Boston: Spreads per crate and as a percentage of the retail value, by months and seasons, 1968-75 1/

Spreads	Jan.	Feb.	Mar.	Apr.	May	June	Season average
Dollars							
Wholesale-retail:							
1968 .....	N/A	N/A	2.08	2.29	2.30	2.09	**2.20
1969 .....	N/A	N/A	1.56	3.22	2.00	2.31	**2.34
1970 .....	N/A	N/A	N/A	2.53	2.07	2.08	*2.22
1971 .....	2.55	.54	N/A	1.05	2.17	2.64	**2.35
1972 .....	1.94	2.46	2.09	1.91	2.41	2.07	2.19
1973 .....	1.55	2.43	1.50	2.64	2.78	2.12	2.36
1974 .....	1.09	1.89	2.97	2.65	2.16	3.08	2.53
1975 .....	N/A	2.79	N/A	4.16	1.66	2.71	**2.58
Shipping point-wholesale:							
1968 .....	N/A	N/A	.88	.50	1.48	.91	**1.03
1969 .....	N/A	N/A	1.65	.98	1.83	1.38	**1.46
1970 .....	N/A	N/A	N/A	1.13	1.50	1.38	*1.40
1971 .....	1.63	1.62	N/A	1.70	.85	1.50	1.35
1972 .....	1.62	1.80	1.75	1.75	1.25	1.50	1.48
1973 .....	2.33	1.00	2.00	1.55	1.40	1.88	1.65
1974 .....	2.50	2.25	1.10	2.00	2.50	1.97	1.92
1975 .....	2.00	1.95	2.00	1.50	3.38	1.75	**2.25
Wholesale-retail as a percentage of retail value:							
1968 .....	N/A	N/A	28	34	36	42	**37
1969 .....	N/A	N/A	24	45	33	41	**38
1970 .....	N/A	N/A	N/A	33	37	35	36
1971 .....	44	9	N/A	15	29	40	**34
1972 .....	29	35	30	25	36	34	33
1973 .....	24	30	21	36	41	33	35
1974 .....	14	26	35	35	28	43	34
1975 .....	N/A	31	N/A	43	19	33	**30
Shipping point-wholesale as a percentage of retail value:							
1968 .....	N/A	N/A	12	7	23	18	**17
1969 .....	N/A	N/A	25	13	30	24	**24
1970 .....	N/A	N/A	N/A	15	24	23	*20
1971 .....	28	27	N/A	24	12	22	20
1972 .....	25	26	26	23	19	25	23
1973 .....	35	12	29	21	21	24	25
1974 .....	33	30	13	26	33	19	25
1975 .....	N/A	22	N/A	16	40	21	**26

1/ U.S. fancy, crate of 4-3/4 dozen ears.  
 \*3-month average. \*\*4-month average. \*\*\*5-month average.  
 N/A = Not available.

Table 43.--Corn, sweet, Chicago: Spreads per crate and as a percentage of the retail value, by months and seasons, 1968-75 1/

Spreads	Jan.	Feb.	Mar.	Apr.	May	June	Season average
Dollars							
Wholesale-retail:							
1968	1.73	1.05	1.34	1.34	1.29	1.38	1.35
1969	N/A	N/A	1.79	2.36	1.87	1.26	**1.50
1970	N/A	N/A	N/A	1.75	1.17	1.37	*1.33
1971	1.99	1.08	N/A	1.03	3.02	2.41	***2.42
1972	N/A	2.29	2.32	1.48	2.26	1.32	***1.91
1973	1.42	2.16	3.59	3.26	2.49	1.79	2.95
1974	2.08	1.57	3.52	1.91	2.60	2.83	2.59
1975	N/A	1.99	2.46	3.74	2.05	3.19	***2.78
Shipping point-wholesale:							
1968	1.50	1.48	1.50	2.00	2.10	1.53	1.79
1969	N/A	N/A	1.50	1.33	1.95	1.65	**1.64
1970	N/A	N/A	N/A	1.25	1.75	1.65	*1.65
1971	1.23	1.62	N/A	2.10	.10	1.75	1.18
1972	N/A	2.05	1.75	2.00	2.00	1.75	1.91
1973	1.83	1.60	1.25	1.80	1.90	2.00	1.86
1974	2.75	2.75	2.10	2.25	2.50	1.75	2.24
1975	2.50	2.45	2.25	1.25	2.75	2.00	***2.16
Wholesale-retail as a percentage of retail value:							
1968	33	16	18	18	21	28	23
1969	N/A	N/A	27	35	17	26	**27
1970	N/A	N/A	N/A	25	22	25	*24
1971	41	16	N/A	14	40	36	***36
1972	N/A	33	33	20	31	24	***28
1973	24	25	43	39	36	28	33
1974	24	21	35	27	32	39	33
1975	N/A	23	28	42	25	36	***32
Shipping point-wholesale as a percentage of retail value:							
1968	29	23	21	27	35	31	30
1969	N/A	N/A	23	20	38	33	**29
1970	N/A	N/A	N/A	18	32	30	*29
1971	25	25	N/A	28	1	26	***17
1972	N/A	29	25	27	28	31	***28
1973	31	19	15	22	27	27	27
1974	31	36	21	31	31	24	28
1975	N/A	28	26	14	33	22	***25

1/ U.S. fancy, crate of 4-3/4 dozen ears.  
 \*3-month average. \*\*4-month average. \*\*\*5-month average.  
 N/A = Not available.

Table 44.--Corn, sweet, Los Angeles: Spreads per crate and as a percentage of the retail value, by months and seasons, 1970-75 1/

Spreads	Jan.	Feb.	Mar.	Apr.	May	June	Season average
<u>Dollars</u>							
<b>Wholesale-retail:</b>							
1970 .....	0.81	N/A	N/A	2.38	2.46	1.86	*2.24
1971 .....	2.54	1.67	N/A	2.38	3.20	2.00	**2.72
1972 .....	2.75	3.14	2.85	2.92	2.62	N/A	**2.84
1973 .....	2.45	3.01	3.53	3.15	2.99	1.81	2.94
1974 .....	3.02	3.88	3.11	2.96	3.31	3.07	3.18
1975 .....	4.25	2.63	3.42	4.45	2.64	2.43	3.56
<b>Shipping point-wholesale:</b>							
1970 .....	2.20	N/A	1.12	1.88	2.00	1.88	*1.97
1971 .....	1.76	2.00	1.72	2.20	.85	1.88	**1.44
1972 .....	1.88	1.68	1.75	1.75	1.88	N/A	**1.79
1973 .....	1.95	1.37	1.88	1.92	2.02	2.50	1.96
1974 .....	2.50	1.87	1.98	2.38	2.50	2.63	2.34
1975 .....	1.50	2.45	2.25	1.25	3.12	2.50	2.05
<u>Percent</u>							
<b>Wholesale-retail as a percentage of retail value:</b>							
1970 .....	11	N/A	N/A	29	35	30	*31
1971 .....	43	22	N/A	27	38	31	**35
1972 .....	36	42	38	34	35	N/A	**36
1973 .....	35	33	40	38	39	26	37
1974 .....	32	43	33	35	38	36	36
1975 .....	46	28	36	46	28	28	38
<b>Shipping point-wholesale as a percentage of retail value:</b>							
1970 .....	30	N/A	N/A	23	29	30	*28
1971 .....	30	27	N/A	25	10	30	**19
1972 .....	25	22	23	20	25	N/A	**23
1973 .....	27	15	21	23	27	37	25
1974 .....	26	21	21	29	28	31	26
1975 .....	16	26	23	13	34	29	22

1/ U.S. fancy, crate of 4-3/4 dozen ears.

\*4-month average. \*\*5-month average.

N/A = Not available.

Table 45.--Corn, sweet, New York City: Spreads per crate and as a percentage of the retail value, by months and seasons, 1968-75 1/

Spreads	Jan.	Feb.	Mar.	Apr.	May	June	Season average
<u>Dollars</u>							
<b>Wholesale-retail:</b>							
1968 .....	2.52	2.14	2.12	1.78	2.34	2.10	2.16
1969 .....	1.77	3.35	2.66	3.53	1.95	2.08	2.37
1970 .....	1.79	3.50	N/A	3.14	2.56	2.76	*2.70
1971 .....	2.54	1.60	N/A	2.84	3.97	3.04	*3.30
1972 .....	2.50	2.86	2.48	2.42	2.41	2.47	2.47
1973 .....	2.18	3.11	3.71	3.34	3.79	3.35	3.45
1974 .....	2.55	3.57	3.44	3.99	2.26	3.91	3.07
1975 .....	4.56	3.15	4.58	4.78	2.66	3.52	3.67
<b>Shipping point-wholesale:</b>							
1968 .....	1.62	1.36	1.25	1.75	1.70	1.28	1.52
1969 .....	1.50	.44	1.65	.98	1.95	1.62	1.58
1970 .....	1.85	-.09	2.00	1.25	1.50	1.50	*1.48
1971 .....	1.76	2.37	1.55	1.95	.60	1.65	*1.32
1972 .....	1.75	1.80	1.88	1.62	1.85	1.50	1.72
1973 .....	2.83	1.75	2.18	2.18	1.78	1.88	1.95
1974 .....	2.25	2.25	1.85	2.00	2.50	1.63	2.13
1975 .....	2.00	2.08	2.00	1.50	3.00	1.75	2.09
<u>Percent</u>							
<b>Wholesale-retail as a percentage of retail value:</b>							
1968 .....	41	29	27	24	35	39	33
1969 .....	23	40	35	47	31	37	37
1970 .....	23	38	N/A	37	39	41	*40
1971 .....	43	20	N/A	31	44	42	*42
1972 .....	35	39	34	30	33	38	35
1973 .....	28	32	40	38	46	43	42
1974 .....	29	39	36	44	29	47	37
1975 .....	45	33	43	46	29	39	39
<b>Shipping point-wholesale as a percentage of retail value:</b>							
1968 .....	26	18	16	23	25	24	24
1969 .....	19	5	21	13	31	28	25
1970 .....	23	-1	N/A	15	23	22	*22
1971 .....	30	31	N/A	22	7	23	*17
1972 .....	24	24	25	20	26	23	24
1973 .....	37	18	23	25	22	24	24
1974 .....	26	25	19	22	32	20	26
1975 .....	20	22	19	15	33	19	22

1/ U.S. fancy, crate of 4-3/4 dozen ears.

\*5-month average. N/A = Not available.



## CUCUMBERS

### Consumption and Production

Per capita consumption of fresh cucumbers has been fairly stable during 1964-75, ranging from 2.8 to 3.3 pounds per year. In 1975, the figure was 3.1 pounds.

The November-May season corresponds to the fall, winter, and spring cucumber crops of the six producing States. Florida is the major source, accounting for about half of the U.S. crop in each season during 1964/65-1974/75 (table 46).

The U.S. crop dropped from 181,800 tons in 1964/65 to 157,700 in 1974/75. Most of the decline occurred in California, North Carolina, and South Carolina. Production in Florida fluctuated seasonally, but did not establish any trend over the 11 seasons.

The U.S. supply of fall, winter, and spring cucumbers for fresh consumption (including imports) remained fairly stable during 1964/65-1974/75. However, the United States became more dependent on foreign imports, which more than doubled during the 11 seasons, to offset the sharp decline in U.S. production. All of the increase in imports came from Mexico, with the United States importing 58,200 tons from the country in 1974/75, more than three times the amount 10 years earlier. By 1974/75, Mexico accounted for 93 percent of U.S. cucumber imports, and 26 percent of total U.S. fall, winter, and spring supplies--both figures considerably higher than in 1964/65.

### Prices and Value

Florida was selected as the production area and source of shipping point prices for fall, winter, and spring cucumbers. However, in certain months, especially February and March, shipping point prices of Mexican cucumbers (f.o.b. port of entry) were used due to extremely light supplies from Florida. Two major markets for Florida-grown cucumbers--Chicago and New York City--were selected for pricing at wholesale and retail.

The U.S. seasonal average retail price of fall, winter, and spring cucumbers was 41.4 cents per pound in 1974/75, 15.4 cents a pound higher than in 1964/65 (table 47). Most of the increase occurred in the last two seasons. The patterns of price movements in Chicago and New York City were similar to the national pattern--up 12.3 cents in Chicago and 12.8 cents in New York City.

The retail value of a 51-pound crate of cucumbers averaged higher in Chicago than in New York City in most seasons during 1967/68-1974/75 (tables 48 and 49). However, the wholesale price was usually higher in New York City, and both the retail value and the wholesale price increased more in New York City than in Chicago over the eight seasons. The wholesale price rose \$4.09 per crate in New York City, compared with \$3.07 in Chicago, and the retail value went up \$6.52 per crate in New York City and only \$4.42 in Chicago.

Within most seasons, prices at each level fluctuated widely from month to month, usually the result of wide shifts in cucumber supplies. For example, prices occasionally more than doubled from 1 month to another as supplies dropped sharply, and usually fell off the following month as larger supplies became available.

### Spreads and Grower and Packer Returns

With the exception of 1971/72, the seasonal average wholesale-retail spread was larger in Chicago than in New York City each season between 1967/68 and 1974/75

(tables 50 and 51). Conversely, the seasonal average shipping point-wholesale spread was usually smaller in Chicago than in New York City. However, both spreads increased more in New York City than in Chicago over the eight seasons.

The retail value of a crate of cucumbers sold in Chicago and New York City averaged \$16.96 in 1974/75, \$5.89 more than in 1967/68. During the period, the two-city average wholesale-retail spread increased from \$5.13 per crate to \$7.19; the shipping point-wholesale spread, from \$1.50 to \$2.23; and grower and packer returns from \$4.44 to \$7.54.

A simple trend analysis indicates that the retail value of fall, winter, and spring cucumbers sold in New York City and Chicago increased an average of 55 cents per crate per season; the wholesale-retail spread, 22 cents; the shipping point-wholesale spread, 6 cents; and grower and packer returns, 27 cents.

The market shares fluctuated from season to season, but did not show any significant trend over the period. For the eight seasons, the wholesale-retail spread averaged 43 percent of the retail value; the shipping point-wholesale spread, 13 percent; and grower and packer returns, 44 percent.

Table 46.--Cucumbers, fall, winter, and spring: U.S. fresh production imports, and total U.S. supply, 1964/65-1974/75.

Season	U.S. production			Imports			Total U.S. supply
	Florida	Other States <sup>1/</sup>	Total	Mexico	Other countries <sup>2/</sup>	Total	
	1,000 tons						
1964/65	94.2	87.6	181.8	15.5	13.8	29.3	211.1
1965/66	101.5	89.4	190.9	23.2	12.2	35.4	226.3
1966/67	82.1	98.4	180.5	30.3	13.5	43.8	224.3
1967/68	99.0	94.4	193.4	29.2	8.6	37.8	231.2
1968/69	72.8	94.2	167.0	48.3	11.9	60.2	227.2
1969/70	67.8	96.8	164.6	55.7	10.6	66.3	230.9
1970/71	69.0	69.8	138.8	78.0	7.1	85.1	223.9
1971/72	87.0	61.3	148.6	71.9	6.5	78.4	227.0
1972/73	84.6	59.8	144.4	86.8	5.3	92.1	236.5
1973/74	72.2	60.6	132.8	86.5	6.9	93.3	226.1
1974/75	96.6	66.1	157.7	58.2	4.2	62.4	220.1

<sup>1/</sup> California, North Carolina, South Carolina, Texas, and Virginia.

<sup>2/</sup> Bahamas, Canada, and Guatemala.

Table 47.--Cucumbers: Seasonal average retail prices, United States and selected cities, 1964/65-1974/75 <sup>1/</sup>

Season	United States <sup>2/</sup>	Chicago <sup>3/</sup>	New York City <sup>3/</sup>
	Cents per pound		
1964/65	26.0	24.3	23.2
1965/66	26.6	28.3	24.4
1966/67	25.1	25.6	22.3
1967/68	28.2	27.2	22.1
1968/69	31.6	34.3	29.0
1969/70	32.5	32.7	28.9
1970/71	30.5	30.8	28.6
1971/72	30.8	27.1	29.7
1972/73	31.2	30.1	30.3
1973/74	34.5	31.6	32.7
1974/75	41.4	36.6	36.0

<sup>1/</sup> 7-month weighted average, November-May.

<sup>2/</sup> BLS U.S. monthly prices weighted by 41 cities' monthly unloads.

<sup>3/</sup> BLS city monthly prices weighted by city monthly unloads.

Table 48.--Cucumbers, fall, winter, and spring, Chicago: Prices and value per crate and grower and packer returns as a percentage of retail value, by months and seasons, 1967/68-1974/75 1/

Item	Nov.	Dec.	Jan.	Feb.	Mar.	Apr.	May	Season average
<u>Dollars</u>								
<u>Prices and value</u>								
<u>Retail value: 2/</u>								
1967/68 .....	8.82	9.01	14.71	18.16	19.28	22.34	14.45	12.76
1968/69 .....	11.73	20.41	20.46	14.68	14.45	17.78	15.01	16.09
1969/70 .....	10.28	17.60	19.24	19.57	19.52	19.10	12.62	15.34
1970/71 .....	9.43	11.68	14.26	14.73	15.67	20.46	17.18	14.45
1971/72 .....	12.34	14.17	12.48	15.81	11.82	17.18	9.95	12.72
1972/73 .....	8.73	9.95	11.31	17.31	19.69	16.28	15.23	14.12
1973/74 .....	14.41	9.67	12.62	13.42	16.00	14.97	19.47	14.83
1974/75 .....	11.26	11.03	24.96	25.76	26.41	26.88	14.26	17.18
<u>Wholesale price: 3/</u>								
1967/68 .....	3.25	3.50	8.00	12.00	11.00	10.50	7.50	6.26
1968/69 .....	10.50	17.50	9.50	5.75	4.50	9.50	10.00	8.68
1969/70 .....	4.75	8.50	14.00	8.50	8.50	10.50	4.75	6.94
1970/71 .....	3.90	8.00	7.50	6.50	9.25	14.00	8.75	7.59
1971/72 .....	4.65	4.50	6.50	11.25	9.25	13.00	6.25	7.23
1972/73 .....	4.50	4.90	8.00	9.25	12.50	8.50	6.50	7.59
1973/74 .....	9.50	5.25	7.75	8.25	8.25	6.25	9.00	7.90
1974/75 .....	5.75	6.25	17.00	11.50	20.00	14.00	7.25	9.33
<u>Shipping point price</u>								
<u>(f.o.b.): 4/</u>								
1967/68 .....	2.50	2.65	5.67	5/ 9.70	5/10.40	5/10.30	5.10	4.75
1968/69 .....	6.50	15.00	5/10.38	5/ 5.45	5/ 3.75	5.77	7.60	6.89
1969/70 .....	3.56	8.50	9.42	5/ 7.80	5/ 6.81	5/11.45	3.80	6.19
1970/71 .....	2.62	6.75	5.50	5/ 5.25	5/ 7.05	5/10.80	6.20	5.64
1971/72 .....	4.50	3.97	5/ 5.94	5/ 8.75	5/ 7.88	5/11.67	4.40	6.05
1972/73 .....	3.35	3.88	5/ 5.34	5/ 8.60	5/12.30	5/ 7.75	5.35	6.50
1973/74 .....	8.00	3.05	5.92	5/ 6.65	5/ 7.38	5.77	8.88	6.78
1974/75 .....	4.34	4.25	5/13.67	5/10.69	15.67	12.67	5.25	7.49
<u>Grower and packer share</u>				<u>Percent</u>				
<u>of retail value</u>								
1967/68 .....	28	29	40	53	54	46	35	37
1968/69 .....	55	74	51	37	26	32	51	43
1969/70 .....	35	48	49	40	35	60	30	40
1970/71 .....	28	58	39	36	45	53	36	39
1971/72 .....	37	28	48	55	67	68	44	48
1972/73 .....	38	39	47	50	62	48	35	46
1973/74 .....	56	31	47	50	46	39	46	46
1974/75 .....	39	39	55	42	59	47	37	43

1/ 51 pounds net weight per 1-1/9-bushel crate. 2/ Returns to retailer for salable cucumbers (8-percent allowance for loss incurred during marketing). 3/ Origin same as shipping point. 4/ Florida, except as indicated. 5/ Mexican imports.

Table 49.--Cucumbers, fall winter, and spring, New York City: Prices and value per crate and grower and packer returns as a percentage of retail value, by months and seasons, 1967/68-1974/75 1/

Item	Nov.	Dec.	Jan.	Feb.	Mar.	Apr.	May	Season average
<u>Dollars</u>								
<u>Prices and value</u>								
Retail value: 2/								
1967/68 .....	8.68	8.58	12.58	16.09	15.39	16.89	10.79	10.37
1968/69 .....	11.68	17.54	18.44	12.71	10.46	13.38	13.61	13.61
1969/70 .....	10.28	15.15	17.69	17.22	16.89	18.30	11.82	13.56
1970/71 .....	9.10	12.90	13.56	14.17	14.64	19.33	15.11	13.42
1971/72 .....	11.78	13.14	12.81	15.53	16.56	18.48	13.38	13.94
1972/73 .....	11.26	12.25	13.94	16.85	19.61	17.13	14.68	14.21
1973/74 .....	15.58	10.66	13.84	13.74	14.21	14.78	17.97	15.35
1974/75 .....	12.95	12.38	23.75	23.04	25.58	23.55	13.65	16.89
<u>Wholesale price: 3/</u>								
1967/68 .....	3.75	3.75	8.00	12.50	14.00	11.50	6.75	5.81
1968/69 .....	9.50	17.00	12.50	6.25	8.00	11.50	8.25	9.64
1969/70 .....	6.00	10.50	13.00	9.50	8.25	11.50	4.75	7.12
1970/71 .....	4.00	7.50	6.50	6.50	11.00	12.00	10.00	7.79
1971/72 .....	6.00	5.75	6.25	11.75	8.50	15.50	6.50	7.67
1972/73 .....	4.25	5.50	8.25	11.25	16.00	9.50	7.75	7.73
1973/74 .....	11.50	5.25	7.75	9.75	8.50	7.50	11.50	9.72
1974/75 .....	6.00	6.50	16.00	13.50	22.00	16.50	6.50	9.90
<u>Shipping point price</u>								
(f.o.b.): 4/								
1967/68 .....	2.50	2.65	5.67	12.00	10.00	5/10.30	5.10	4.31
1968/69 .....	6.50	15.00	5/10.38	5/ 5.45	5/ 3.75	5.77	7.60	7.03
1969/70 .....	3.56	8.50	9.42	5/ 7.80	5/ 6.81	5/11.45	3.80	5.63
1970/71 .....	2.62	6.75	5/ 6.42	5/ 5.25	5/ 7.05	5/10.80	6.20	5.74
1971/72 .....	4.50	3.97	5/ 5.94	5/ 8.75	5/ 7.88	11.06	4.40	5.78
1972/73 .....	3.35	3.88	5.34	5/ 8.60	5/12.30	7.75	5.35	5.71
1973/74 .....	8.00	3.05	5.92	5/ 6.65	5/ 7.38	5.27	8.88	7.22
1974/75 .....	4.34	4.25	5/13.67	5/10.69	15.67	12.67	5.25	7.75
<u>Percent</u>								
Grower and packer share								
of retail value								
1967/68 .....	29	31	45	75	65	61	47	42
1968/69 .....	55	86	56	43	36	43	56	52
1969/70 .....	35	56	53	45	40	63	32	42
1970/71 .....	29	52	47	37	48	56	41	43
1971/72 .....	38	30	46	57	47	60	33	41
1972/73 .....	38	32	38	51	63	45	37	40
1973/74 .....	51	28	43	48	52	39	49	47
1974/75 .....	33	34	57	47	61	54	39	45

1/ 51 pounds net weight per 1-1/9-bushel crate. 2/ Returns to retailer for salable cucumbers (8-percent allowance for loss incurred during marketing). 3/ Origin same as shipping point. 4/ Florida, except as indicated. 5/ Mexican imports.

Table 50.--Cucumbers, fall, winter, and spring, Chicago: Spreads per crate and as a percentage of the retail value, by months and seasons, 1967/68-1974/75 1/

Spreads	Nov.	Dec.	Jan.	Feb.	Mar.	Apr.	May	Season average
<u>Dollars</u>								
<b>Wholesale-retail:</b>								
1967/68 .....	5.57	5.51	6.17	6.16	8.28	11.84	6.95	6.50
1968/69 .....	1.23	2.91	10.96	8.93	9.95	8.28	5.01	7.41
1969/70 .....	5.53	9.10	5.24	11.07	11.02	8.60	7.87	8.40
1970/71 .....	5.53	3.68	6.76	8.23	6.42	6.46	8.52	6.86
1971/72 .....	7.69	9.67	5.98	4.56	2.57	4.18	3.70	5.49
1972/73 .....	4.23	5.05	3.31	8.06	7.39	7.78	8.73	6.53
1973/74 .....	4.91	4.42	4.87	5.42	7.75	8.72	10.47	6.93
1974/75 .....	5.51	4.78	7.96	14.26	6.41	12.88	7.01	7.85
<b>Shipping point-wholesale:</b>								
1967/68 .....	.75	.85	2.33	2.30	.60	.20	2.40	1.51
1968/69 .....	4.00	2.50	-.88	.30	.75	3.73	2.40	1.79
1969/70 .....	1.19	0	4.58	.70	1.69	-.95	.95	.75
1970/71 .....	1.28	1.25	2.00	1.25	2.20	3.20	2.55	1.95
1971/72 .....	.15	.53	.56	2.50	1.37	1.33	1.85	1.18
1972/73 .....	1.15	1.02	2.66	.65	.20	.75	1.15	1.09
1973/74 .....	1.50	2.20	1.83	1.35	.87	.48	.12	1.12
1974/75 .....	1.41	2.00	3.33	.81	4.33	1.33	2.00	1.84
<u>Percent</u>								
<b>Wholesale-retail as a percentage of retail value:</b>								
1967/68 .....	63	61	44	34	43	53	48	51
1968/69 .....	11	14	54	61	69	47	33	46
1969/70 .....	54	52	27	56	56	45	62	55
1970/71 .....	59	31	47	56	41	31	49	47
1971/72 .....	62	68	48	29	22	24	37	43
1972/73 .....	49	51	29	46	37	48	57	46
1973/74 .....	34	46	39	40	49	58	53	47
1974/75 .....	49	43	32	55	24	48	49	46
<b>Shipping point-wholesale as a percentage of retail value:</b>								
1967/68 .....	9	10	16	13	3	1	17	12
1968/69 .....	34	12	-5	2	5	21	16	11
1969/70 .....	11	0	24	4	9	-5	8	5
1970/71 .....	13	11	14	8	14	16	15	14
1971/72 .....	1	4	4	16	11	8	19	9
1972/73 .....	13	10	24	4	1	4	8	8
1973/74 .....	10	23	14	10	5	3	1	7
1974/75 .....	12	18	13	3	17	5	14	11

1/ 51 pounds net weight per 1-1/9-bushel crate.



Table 51.--Cucumbers, fall, winter, and spring, New York City: Spreads per crate and as a percentage of the retail value, by months and seasons, 1967/68-1974/75 1/

Spreads	Nov.	Dec.	Jan.	Feb.	Mar.	Apr.	May	Season average
<u>Dollars</u>								
<b>Wholesale-retail:</b>								
1967/68 .....	4.93	4.83	4.58	3.59	1.39	5.39	4.04	4.56
1968/69 .....	2.18	.54	5.94	6.46	2.46	1.88	5.36	3.97
1969/70 .....	4.28	4.65	4.69	7.72	8.64	6.80	7.07	6.44
1970/71 .....	5.10	5.40	7.06	7.67	3.64	7.33	5.11	5.63
1971/72 .....	5.78	7.39	6.56	3.78	8.06	2.98	6.88	6.27
1972/73 .....	7.01	6.75	5.69	5.60	3.61	7.63	6.93	6.48
1973/74 .....	4.08	5.41	6.09	3.99	5.71	7.28	6.47	5.63
1974/75 .....	6.95	5.88	7.75	9.54	3.58	7.05	7.15	6.99
<b>Shipping point-wholesale:</b>								
1967/68 .....	1.25	1.10	2.33	.50	4.00	1.20	1.65	1.50
1968/69 .....	3.00	2.00	2.12	.80	4.25	5.73	.65	2.61
1969/70 .....	2.44	2.00	3.58	1.70	1.44	.05	.95	1.49
1970/71 .....	1.38	.75	.08	1.25	3.95	1.20	3.80	2.05
1971/72 .....	1.50	1.78	.31	3.00	.62	4.44	2.10	1.89
1972/73 .....	.90	1.62	2.91	2.65	3.70	1.75	2.40	2.02
1973/74 .....	3.50	2.20	1.83	3.10	1.12	1.73	2.62	2.50
1974/75 .....	1.66	2.25	2.33	2.81	6.33	3.83	1.25	2.35
<b>Wholesale-retail as a percentage of retail value:</b>								
1967/68 .....	57	56	36	22	9	32	38	44
1968/69 .....	19	3	32	51	23	14	39	29
1969/70 .....	41	31	27	45	51	37	60	47
1970/71 .....	56	42	52	54	25	38	34	42
1971/72 .....	49	56	51	24	49	16	49	45
1972/73 .....	62	55	41	33	18	45	47	46
1973/74 .....	26	51	44	29	40	49	36	37
1974/75 .....	54	58	33	41	14	30	52	41
<b>Shipping point-wholesale as a percentage of retail value:</b>								
1967/68 .....	14	13	19	3	26	7	15	14
1968/69 .....	26	11	12	6	41	43	5	19
1969/70 .....	24	13	20	10	9	2/	8	11
1970/71 .....	15	6	1	9	27	6	25	15
1971/72 .....	13	14	3	19	4	24	16	14
1972/73 .....	8	13	21	16	19	10	16	14
1973/74 .....	23	21	13	23	8	12	15	16
1974/75 .....	13	18	10	12	25	16	9	14

1/ 51 pounds net weight per 1-1/9 bushel crate.

2/ Less than 0.5 percent.

## LETTUCE

### Consumption and Production

Unlike most fresh vegetables per capita consumption of fresh lettuce and escarole increased during 1963-75, averaging 24.5 pounds in 1975, 3.1 pounds more than in 1963.

Lettuce is produced commercially in 17 States (including Hawaii). However, California and Arizona dominate, accounting for 88 percent in 1975 (table 52). That year, 5.4 billion cwt. of lettuce were produced nationally, about one-third more than in 1963. During this period, production increased sharply in California and declined or remained stable in other States. California's share increased from 59 to 73 percent.

Most lettuce grown in California is of the crisphead type, commonly called iceberg lettuce. This lettuce is grown in several sections of California, and the State ships lettuce each month of the year.

### Prices and Value

Four markets--Baltimore, Chicago, Los Angeles, and New York City--were selected for pricing iceberg lettuce at wholesale and retail. California lettuce was priced at shipping point and at wholesale in each market. In 1974, California lettuce, unloaded each month in all markets, comprised about two-thirds of the lettuce unloads in Baltimore and New York City; about three-fourths in Chicago; and near 100 percent in Los Angeles.

Seasonal average retail prices of iceberg lettuce for the United States, Baltimore, Chicago, Los Angeles, and New York City for 1963-75 are shown in table 53. Retail prices trended upward in all markets, with similar increases in each market. The U.S. average price was 41.2 cents per head in 1975, 17.6 cents more than in 1963.

The seasonal average retail value, wholesale price, and shipping point price of a 24-head carton of lettuce trended upward in Baltimore, Chicago, Los Angeles, and New York City during 1968-75 (tables 54, 55, 56, and 57). Monthly prices at all three levels were highly variable, often changing sharply from month to month, usually due to shifts in lettuce supplies. Monthly wholesale prices and retail values were usually responsive to changes in shipping point price, by moving in the same direction. Monthly and seasonal average retail values and wholesale prices were usually highest in New York City and lowest in Los Angeles.

### Spreads and Grower and Packer Returns

The wholesale-retail spread and the shipping point-wholesale spread both trended upward in all markets during 1968-75 (tables 58, 59, 60 and 61). The shipping point-wholesale spread was largest for New York City--ranging from \$2.08 to \$3.84 per carton--and smallest for Los Angeles--from \$.98 to \$1.90. The differences in this spread largely reflects the transportation cost difference from shipping point to the two markets.

Seasonal average price spread data for Baltimore, Chicago, Los Angeles, and New York City are shown in figure 3. The four-city average retail value of a 24-head carton of iceberg lettuce was \$9 in 1975, \$3.14 more than in 1968. The wholesale-retail spread increased from \$2.37 to \$3.43; the shipping point-wholesale spread, from \$1.51 to \$2.76; and grower and packer returns, from \$1.98 to \$2.81. Grower and packer

returns, the wholesale-retail spread, and retail value were all higher in 1973 and 1974 than in 1975.

A simple trend line fitted to the data in figure 3 indicates that the retail value of iceberg lettuce sold in the four cities increased an average of 53 cents per carton per year during 1968-75. During the same period, the wholesale-retail spread increased 21 cents; the shipping point-wholesale spread, 13 cents; and grower and packer returns, 19 cents.

The four-city market shares did not show any significant trend over the period. For the 8 years, the wholesale-retail spread averaged 42 percent of the retail value; the shipping point-wholesale spread, 25 percent; and grower and packer returns, 33 percent.

Table 52.--Lettuce: Production for fresh market, selected States and United States, 1963-75

Years	California			Arizona			Other States		
	Amount	Percentage		Amount	Percentage		Amount	Percentage	
	: of total	: of total	:	: of total	: of total	:	: of total	: of total	: of total
	Percent	Percent		Percent	Percent		Percent	Percent	
	1,000			1,000			1,000		1,000
	cwt.			cwt.			cwt.		cwt.
1963	23,170	59		9,731	25		6,427	16	39,328
1964	23,005	59		8,595	22		7,537	19	39,137
1965	23,851	58		10,098	25		6,935	17	40,884
1966	26,392	63		8,685	21		6,457	16	41,534
1967	26,330	61		8,706	20		7,930	19	42,966
1968	29,006	66		8,087	18		7,180	16	44,273
1969	28,758	64		9,148	21		6,838	15	44,744
1970	31,748	69		8,421	18		6,159	13	46,328
1971	32,300	68		8,762	19		6,307	13	47,369
1972	34,867	72		8,276	17		5,497	11	48,640
1973	35,310	70		8,397	16		6,874	14	50,581
1974	36,443	71		8,493	16		6,458	13	51,394
1975	39,139	73		8,152	15		6,263	12	53,554



Table 54.--Lettuce, iceberg, Baltimore: Prices and value per carton and grower and packer returns as a percentage of retail value, by months and seasons, 1968-75 1/

Item	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Season : average
Dollars													
Prices and value													
Retail value: 2/													
1968 .....	8.05	5.42	5.18	7.10	6.25	5.40	6.71	6.34	6.20	7.16	6.97	7.12	6.48
1969 .....	7.12	5.63	7.38	7.81	7.54	5.74	6.03	6.23	6.81	6.41	8.64	9.60	6.85
1970 .....	6.63	6.57	6.09	6.47	6.65	6.14	6.14	7.83	8.28	7.94	6.71	7.27	6.83
1971 .....	6.31	7.21	7.65	6.63	7.97	7.75	7.50	7.27	7.03	7.54	9.53	11.18	7.73
1972 .....	8.66	10.22	7.65	7.35	6.90	6.97	7.24	7.38	7.43	7.90	8.86	10.04	7.75
1973 .....	8.66	8.66	9.06	10.31	10.44	14.62	13.52	11.59	8.39	8.30	8.13	7.41	10.06
1974 .....	7.10	7.24	8.05	7.75	11.88	12.43	10.87	8.35	9.84	8.61	12.12	9.87	9.28
1975 .....	9.37	11.89	9.84	8.86	8.70	10.14	8.88	9.10	10.47	8.55	11.45	11.25	9.82
Wholesale price: 3/													
1968 .....	5.25	2.50	2.38	4.62	3.25	2.88	4.38	2.75	3.38	5.62	3.12	3.12	3.67
1969 .....	3.50	2.62	5.00	5.75	3.62	2.38	5.25	3.12	3.75	3.25	7.25	6.50	4.04
1970 .....	3.25	3.62	3.62	2.75	4.12	2.75	5.12	5.12	6.00	3.88	3.75	3.75	3.79
1971 .....	3.12	3.12	5.00	3.12	4.12	4.75	5.12	5.00	3.75	4.38	6.75	5.00	4.33
1972 .....	4.75	7.00	3.62	3.25	3.12	5.38	3.75	4.25	4.12	4.50	5.50	5.12	4.27
1973 .....	4.50	5.59	5.62	7.38	7.00	11.00	6.25	9.00	4.75	4.38	3.62	4.12	6.10
1974 .....	2.00	4.38	6.12	3.88	8.00	6.75	7.50	3.25	6.50	6.75	7.25	3.25	5.30
1975 .....	5.62	8.00	5.25	4.50	4.50	6.00	4.12	6.00	7.75	6.25	9.00	6.50	6.08
Shipping point price													
(f.o.b.): 4/													
1968 .....	2.75	1.18	1.10	5/ 3.45	1.34	1.26	2.65	1.38	1.52	3.40	1.85	5/2.50	2.05
1969 .....	2.41	1.12	2.78	5/ 3.75	2.78	1.30	1.65	1.55	1.50	2.20	3.96	5/4.75	2.21
1970 .....	1.41	1.51	1.60	1.40	2.25	1.32	1.25	2.30	4.50	2.70	1.83	5/2.12	1.97
1971 .....	1.46	1.50	2.52	5/ 1.41	5/ 2.80	2.20	2.62	2.50	1.45	2.50	4.47	5/3.75	2.31
1972 .....	2.83	3.85	1.44	2.50	1.42	2.54	1.44	2.10	2.12	2.31	3.82	3.70	2.25
1973 .....	2.75	2.98	3.02	4.55	4.45	6.50	4.55	5.40	2.42	1.85	1.78	1.58	3.52
1974 .....	1.50	1.52	2.90	1.72	5.25	4.84	4.20	2.30	3.18	3.55	4.62	3.06	3.09
1975 .....	3.31	4.50	3.19	2.00	1.82	2.44	1.82	2.50	3.15	2.85	4.01	3.75	2.80
Grower and packer share :													
of retail value													
Percent													
1968 .....	34	22	21	49	21	23	39	22	25	47	27	35	32
1969 .....	34	20	38	48	37	23	27	25	22	35	46	50	32
1970 .....	21	23	26	22	34	22	20	29	54	34	27	29	29
1971 .....	23	21	33	21	35	28	35	34	20	33	47	34	30
1972 .....	33	38	19	34	20	36	20	29	28	29	43	37	29
1973 .....	32	34	33	44	43	45	34	47	29	22	22	21	35
1974 .....	21	21	36	22	44	39	39	28	32	41	38	31	33
1975 .....	25	38	32	23	21	24	20	28	30	33	35	33	29

1/ 24 heads per carton, U.S. No. 1. 2/ Returns to retailer for salable lettuce (7-percent allowance for loss incurred during marketing).

3/ Origin same as shipping point. 4/ California, except as indicated. 5/ Arizona.



Table 55.--Lettuce, iceberg, Chicago: Prices and value per carton and grower and packer returns as a percentage of retail value, by months and seasons, 1968-75 1/

Item	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Season average
Prices and value													
Retail value: 2/													
1968 .....	8.04	4.19	4.40	6.98	4.89	5.78	6.36	5.56	5.23	7.97	6.05	6.60	5.95
1969 .....	6.71	5.04	8.02	8.24	7.43	5.74	6.23	6.01	6.03	6.23	9.10	8.80	6.64
1970 .....	6.34	5.82	5.96	5.65	6.52	5.67	5.98	6.76	8.59	7.43	6.60	6.65	6.49
1971 .....	5.98	6.38	7.25	6.23	7.81	6.97	8.15	8.15	6.65	7.99	9.15	10.87	7.52
1972 .....	8.02	9.42	6.58	7.32	5.87	6.97	5.58	5.96	6.18	7.41	7.94	8.72	6.87
1973 .....	9.39	7.72	8.28	9.89	9.98	13.37	10.70	11.96	8.53	9.46	9.46	8.30	9.80
1974 .....	8.04	8.91	10.49	10.04	14.55	15.00	14.51	10.40	10.70	12.23	15.05	11.09	11.85
1975 .....	10.47	11.83	9.09	9.10	9.39	10.11	8.37	9.39	9.09	9.43	9.04	8.46	9.49
Wholesale price: 3/													
1968 .....	5.15	2.65	2.50	3.88	3.00	3.00	5.00	3.00	3.00	5.60	2.75	3.65	3.68
1969 .....	4.00	2.85	5.00	6.50	3.75	2.75	3.75	4.00	2.75	3.88	4.25	5.50	3.82
1970 .....	3.75	3.50	3.25	2.40	4.50	2.75	3.00	4.25	6.75	4.40	4.00	3.10	3.85
1971 .....	3.10	3.35	4.75	3.15	5.10	4.25	4.75	5.50	3.50	4.65	7.25	4.75	4.48
1972 .....	4.75	6.50	3.15	3.50	3.25	4.75	3.40	3.85	4.75	4.50	7.50	5.75	4.47
1973 .....	5.00	5.75	5.15	7.00	6.50	11.00	6.50	7.75	5.25	4.00	4.00	3.25	6.09
1974 .....	3.25	4.25	5.65	3.75	7.75	8.00	7.25	4.75	5.75	7.00	7.50	5.75	5.90
1975 .....	5.25	7.25	5.25	4.75	4.75	6.75	4.50	6.25	8.00	7.50	6.00	6.75	6.04
Shipping point price (f.o.b.): 4/													
1968 .....	2.75	1.18	1.10	3.30	1.34	1.26	2.65	1.38	1.52	3.40	1.85	5/2.50	1.97
1969 .....	2.41	1.12	2.78	4.00	2.78	1.30	1.65	1.55	1.50	2.20	3.96	5/4.75	2.22
1970 .....	1.41	1.51	1.60	1.40	2.25	1.32	1.25	2.30	4.50	2.70	1.83	2.44	2.03
1971 .....	1.46	1.50	2.52	5/1.41	2.81	2.20	2.62	2.50	1.45	2.50	4.47	3.80	2.37
1972 .....	2.83	3.85	1.44	2.50	1.42	2.54	1.44	2.10	2.12	2.31	3.82	3.70	2.31
1973 .....	2.75	2.98	3.02	4.55	4.45	6.50	4.45	5.40	2.41	1.85	1.78	1.58	3.59
1974 .....	1.50	1.52	2.90	1.72	5.25	4.84	4.20	2.30	3.18	3.55	4.62	3.06	3.27
1975 .....	2.31	4.50	3.19	2.00	1.82	2.44	1.82	2.50	3.15	2.85	4.01	3.75	2.86
Grower and packer share of retail value													
Percent													
1968 .....	34	28	25	47	27	22	42	25	29	43	31	38	33
1969 .....	36	22	35	49	37	23	26	26	25	35	44	54	33
1970 .....	22	26	27	25	34	23	21	34	52	36	28	37	31
1971 .....	24	24	35	23	36	32	32	31	22	31	49	35	32
1972 .....	35	41	22	34	24	36	26	35	34	31	48	42	34
1973 .....	29	39	36	46	45	49	43	45	28	20	19	28	37
1974 .....	19	17	28	17	36	32	29	22	30	29	31	28	28
1975 .....	22	23	23	30	31	43	32	45	53	49	22	36	34

1/ 24 heads per carton, U.S.. No.1. 2/ Returns to retailer for salable lettuce (7-percent allowance for loss incurred during marketing).  
3/ Origin same as shipping point. 4/ California, except as indicated. 5/ Arizona.

Table 56.--Lettuce, iceberg, Los Angeles: Prices and value per carton and grower and packer returns as a percentage of retail value, by months and seasons, 1968-75 1/

Item	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Season : average
Dollars													
Prices and value													
Retail value: 2/													
1968 .....	7.03	4.67	4.18	6.09	4.71	4.82	6.54	4.67	4.93	6.49	5.53	6.07	5.46
1969 .....	6.27	4.73	7.01	7.61	6.68	5.09	5.25	5.76	5.47	5.98	8.21	8.02	6.18
1970 .....	6.07	5.13	5.18	5.26	6.45	5.47	5.51	5.98	9.24	6.79	6.47	6.31	6.07
1971 .....	6.45	5.74	7.21	5.67	6.83	6.31	6.57	6.54	6.31	6.54	8.13	8.86	6.72
1972 .....	7.70	8.80	5.56	6.20	5.60	6.63	6.16	6.85	7.19	7.01	8.15	8.46	6.90
1973 .....	7.75	8.05	6.94	9.15	8.80	12.05	9.66	8.61	7.46	6.36	6.27	6.45	8.21
1974 .....	6.70	6.18	7.79	6.47	8.62	9.06	9.91	7.50	6.83	8.53	10.06	8.80	8.08
1975 .....	8.42	9.77	7.57	7.52	7.27	7.38	6.85	7.54	8.66	8.04	9.39	8.95	8.04
Wholesale price: 3/													
1968 .....	3.58	2.08	2.05	3.35	3.08	2.38	4.92	2.92	2.45	4.12	2.25	3.38	3.09
1969 .....	3.20	1.80	4.88	5.65	4.50	2.25	2.88	3.50	2.25	3.75	7.62	4.50	3.79
1970 .....	3.45	2.58	2.38	2.08	3.75	1.88	2.05	3.50	4.91	3.25	3.01	3.70	3.02
1971 .....	3.20	2.75	5.08	2.25	3.70	3.12	3.25	3.12	3.75	4.12	5.45	4.25	3.60
1972 .....	3.75	6.25	2.38	3.38	2.50	3.75	2.50	3.25	3.75	3.00	4.25	4.38	3.51
1973 .....	3.38	4.50	3.25	5.25	5.50	8.38	4.88	7.00	4.00	3.75	2.80	3.07	4.76
1974 .....	2.88	3.25	3.88	2.75	6.00	5.12	5.25	3.88	4.62	6.12	5.62	4.62	4.58
1975 .....	4.62	5.62	3.62	3.50	3.62	3.62	3.25	5.13	1.38	5.00	6.75	5.75	4.70
Shipping point price													
(f.o.b.): 4/													
1968 .....	2.75	1.18	1.10	3.30	1.34	1.26	2.65	1.38	1.52	3.40	1.85	5/2.50	2.01
1969 .....	2.41	1.12	2.78	4.00	2.78	1.30	1.65	1.55	1.50	2.20	3.96	5/4.75	2.30
1970 .....	1.41	1.51	1.60	1.40	2.25	1.32	1.25	2.30	4.50	2.70	1.83	2.44	2.04
1971 .....	1.46	1.50	2.52	1.38	2.81	2.20	2.62	2.50	1.45	2.50	4.47	3.80	2.42
1972 .....	2.83	3.85	1.44	2.50	1.42	2.54	1.44	2.10	2.12	2.31	3.82	3.70	2.42
1973 .....	2.75	2.98	3.02	4.55	4.45	6.50	4.55	5.40	2.42	1.85	1.78	1.58	3.59
1974 .....	1.50	1.52	2.90	1.72	5.25	4.84	4.20	2.30	3.18	3.55	4.62	3.06	3.30
1975 .....	2.31	4.50	3.19	2.00	1.82	2.44	1.82	2.50	3.15	2.85	4.01	3.75	2.80
Percent													
Grower and packer													
share of retail value:													
1968 .....	39	25	26	54	28	26	40	30	31	52	34	41	37
1969 .....	38	24	27	52	41	26	32	27	27	37	48	59	37
1970 .....	23	29	31	27	35	24	23	38	55	40	28	39	34
1971 .....	23	26	35	24	41	35	40	38	23	38	55	43	36
1972 .....	37	44	26	40	25	38	23	31	29	33	47	44	35
1973 .....	36	37	44	50	50	54	47	63	33	29	29	25	44
1974 .....	22	25	37	27	61	53	42	31	47	42	46	34	41
1975 .....	27	46	42	27	25	33	27	33	37	35	43	42	35

1/ 24 heads per carton, U.S. No.1. 2/ Returns to retailer for salable lettuce (7-percent allowance for loss incurred during marketing).  
3/ Origin same as shipping point. 4/ California.

Table 57.--Lettuce, iceberg, New York City: Prices and value per carton and grower and packer returns as a percentage of retail value, by months and seasons, 1968-75 1/

Item	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Season : average
Dollars													
Prices and value													
Retail value: 2/													
1968 .....	8.46	4.98	5.13	7.05	5.60	5.91	7.25	6.18	6.71	8.02	6.43	7.12	6.48
1969 .....	7.14	5.71	7.46	8.17	7.30	5.96	6.98	6.23	7.21	7.01	8.80	9.62	7.14
1970 .....	6.87	6.18	6.18	6.74	7.32	6.83	6.98	8.69	8.86	7.70	7.77	7.54	7.31
1971 .....	7.14	7.68	7.94	7.75	8.42	8.53	8.32	8.97	7.65	8.53	9.89	11.03	8.30
1972 .....	9.04	9.80	7.19	7.83	7.25	8.42	7.94	8.46	8.53	8.97	9.49	10.20	8.42
1973 .....	9.93	9.09	9.09	10.94	11.29	15.94	12.88	12.94	9.39	9.17	9.10	8.39	10.76
1974 .....	8.37	8.21	8.88	8.97	12.32	13.24	11.99	10.22	10.66	10.65	12.77	10.58	10.76
1975 .....	9.71	12.05	10.11	9.06	9.75	10.89	8.95	9.69	10.56	10.14	10.76	10.11	10.16
Wholesale price: 3/													
1968 .....	6.25	2.75	2.75	4.00	3.20	3.75	5.25	3.65	4.00	6.25	4.00	4.00	4.14
1969 .....	4.65	3.25	5.75	6.50	4.65	3.12	5.25	3.75	4.00	4.60	7.25	6.25	4.66
1970 .....	3.75	3.00	3.65	3.00	4.65	3.25	3.75	5.50	6.00	4.00	4.50	3.90	4.09
1971 .....	3.50	4.25	5.00	3.50	3.40	6.00	5.75	6.25	3.75	5.00	7.50	5.25	4.94
1972 .....	4.50	7.50	3.50	3.50	3.40	6.00	4.50	4.15	5.25	4.50	6.75	5.25	4.85
1973 .....	5.12	5.25	5.50	7.25	6.25	13.00	7.75	8.50	5.50	4.25	4.25	4.25	6.44
1974 .....	3.68	4.75	5.50	4.75	7.75	8.00	7.25	6.00	6.25	6.75	9.00	5.75	6.44
1975 .....	5.50	7.75	5.25	4.50	6.00	6.75	4.62	7.00	8.00	7.50	9.00	6.75	6.64
Shipping point price (f.o.b.): 4/													
1968 .....	2.75	1.18	1.10	3.30	1.34	1.26	2.65	1.38	1.52	3.40	1.85	5/2.50	1.91
1969 .....	2.41	1.12	2.78	4.00	2.78	1.30	1.65	1.55	1.50	2.20	3.96	5/4.75	2.26
1970 .....	1.41	1.51	1.60	1.40	2.25	1.32	1.25	2.30	4.50	2.70	1.83	2.44	2.01
1971 .....	1.46	1.50	2.52	5/1.41	2.81	2.20	2.62	2.50	1.45	2.50	4.47	3.80	2.25
1972 .....	2.83	3.85	1.44	2.50	1.42	2.54	1.44	2.10	2.12	2.31	3.82	3.70	2.31
1973 .....	2.75	2.98	3.02	4.55	4.45	6.50	4.55	5.40	2.42	1.85	1.78	1.58	3.51
1974 .....	1.50	1.52	2.90	1.72	5.25	4.84	4.20	2.30	3.18	3.55	4.62	3.06	3.34
1975 .....	2.31	4.50	3.19	2.00	1.82	2.44	1.82	2.50	3.15	2.85	4.01	3.75	2.80
Percent													
Grower and packer share of retail value:													
1968 .....	33	24	22	47	24	21	36	22	23	42	29	35	30
1969 .....	34	20	37	49	38	22	24	25	21	31	45	49	32
1970 .....	21	24	26	21	31	19	18	26	51	35	24	33	28
1971 .....	20	19	32	18	33	26	31	28	19	29	45	35	27
1972 .....	31	39	20	32	32	30	18	25	25	26	40	36	28
1973 .....	28	33	33	41	39	41	35	42	26	20	20	19	33
1974 .....	18	19	33	19	43	36	35	23	30	33	36	29	31
1975 .....	24	37	32	22	19	22	20	26	30	28	37	37	27

1/ 24 heads per carton, U.S. No. 1. 2/ Returns to retailer for salable lettuce (7-percent allowance for loss incurred during marketing).

3/ Origin same as shipping point. 4/ California, except as indicated. 5/ Arizona.

Table 58.--Lettuce, iceberg, Baltimore: Spreads per carton and as a percentage of the retail value, by months and season, 1968-75 1/

Spreads	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Season : average
<b>Wholesale-retail:</b>													
1968	2.80	2.92	2.80	2.48	3.00	2.52	2.33	3.59	2.82	1.54	3.85	4.00	2.81
1969	3.62	3.01	2.38	2.06	3.92	3.36	.78	3.11	3.06	3.16	1.39	3.10	2.81
1970	3.38	2.95	2.47	3.72	2.53	3.39	2.89	2.71	2.28	4.06	3.33	3.52	3.09
1971	3.19	4.09	2.65	3.51	3.85	3.00	2.38	2.27	3.28	3.16	2.78	6.18	3.40
1972	3.19	3.22	4.03	4.10	3.78	1.59	3.49	3.13	3.31	3.40	3.36	4.92	3.48
1973	3.91	3.16	3.44	2.93	3.44	3.62	7.27	2.59	3.64	3.92	4.51	3.29	3.96
1974	4.16	2.86	2.93	3.87	3.88	5.68	3.37	5.10	3.34	1.86	4.87	6.62	3.98
1975	3.75	3.89	4.60	4.36	4.20	4.14	4.76	3.10	2.72	2.30	2.45	4.75	3.74
<b>Shipping point-wholesale:</b>													
1968	2.50	1.32	1.28	1.17	1.91	1.62	1.73	1.37	1.86	2.22	1.27	.62	1.62
1969	1.09	1.50	2.22	2.00	.84	1.08	3.60	1.57	2.25	1.05	3.29	1.75	1.83
1970	1.84	2.11	2.02	1.35	1.87	1.43	2.00	2.82	1.50	1.18	1.55	1.63	1.82
1971	1.66	1.62	2.48	1.71	1.32	2.55	2.50	2.50	2.30	1.88	2.28	1.25	2.02
1972	1.92	3.15	2.18	.75	1.70	2.84	2.31	2.15	2.00	2.19	1.68	1.42	2.02
1973	1.75	2.52	2.60	2.83	2.55	4.50	1.70	3.60	2.33	2.53	1.84	2.54	2.58
1974	.50	2.86	2.22	2.16	2.75	1.91	3.30	.95	3.32	3.20	2.63	.19	2.21
1975	3.31	3.50	2.06	2.50	2.68	3.56	2.30	3.50	4.60	3.40	4.99	2.75	3.28
<b>Wholesale-retail as a percentage of retail value:</b>													
1968	35	54	54	35	48	47	35	56	45	22	55	56	43
1969	51	53	32	26	52	58	13	50	45	49	16	32	41
1970	51	45	41	57	38	55	47	35	28	51	50	49	45
1971	51	57	35	53	48	39	32	32	47	42	29	55	44
1972	45	31	53	56	55	23	48	42	45	43	38	49	45
1973	48	37	38	29	33	25	54	22	43	47	55	45	39
1974	72	40	36	50	33	46	31	61	34	22	40	67	43
1975	40	33	47	49	48	41	54	34	26	27	21	42	38
<b>Shipping point-wholesale as percentage of retail value:</b>													
1968	31	24	25	16	31	30	26	22	30	31	18	9	25
1969	15	27	30	26	11	19	60	25	33	16	38	18	27
1970	28	32	33	21	28	23	33	36	18	15	23	22	26
1971	26	22	32	26	17	33	33	34	33	25	24	11	26
1972	22	31	28	10	24	41	32	29	27	28	19	14	26
1973	20	29	29	27	25	30	12	31	28	31	23	34	26
1974	7	39	28	28	23	15	30	11	34	37	22	02	24
1975	35	29	21	28	31	35	26	38	44	40	44	25	29

1/ 24 heads per carton, U.S. No. 1.

Table 59.-- Lettuce, iceberg, Chicago: Spreads per carton and as a percentage of the retail value, by months and seasons, 1968-75 1/

Spreads	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Season average
<u>Dollars</u>													
Wholesale-retail:													
1968 .....	2.89	1.54	1.90	3.10	1.89	2.78	1.36	2.56	2.23	2.37	3.30	2.95	2.27
1969 .....	2.71	2.19	3.02	1.74	3.68	2.99	2.48	2.01	3.28	2.35	4.85	3.30	2.82
1970 .....	2.59	2.32	2.71	3.25	2.02	2.92	2.98	2.51	1.84	3.03	2.60	3.55	2.64
1971 .....	2.88	3.03	2.50	3.08	2.71	2.72	3.40	2.65	3.15	3.34	1.90	6.12	3.04
1972 .....	3.27	2.92	3.43	3.82	2.62	2.22	2.18	2.11	1.43	2.91	.44	2.97	2.40
1973 .....	4.39	1.97	3.13	2.89	3.48	2.37	4.20	4.21	3.28	5.44	5.46	5.05	3.71
1974 .....	4.79	4.66	4.84	6.29	6.80	7.00	7.26	5.65	4.95	5.23	7.55	5.34	5.95
1975 .....	5.22	4.58	3.84	4.35	4.64	3.36	3.87	2.14	1.09	1.93	3.04	1.71	3.45
Shipping point-wholesale:													
sale:													
1968 .....	2.40	1.47	1.40	.58	1.66	1.74	2.35	1.62	1.48	2.20	.90	1.15	1.71
1969 .....	1.59	1.73	2.22	2.50	.97	1.45	2.10	2.45	1.25	1.68	.29	.75	1.60
1970 .....	2.34	1.99	1.65	1.00	2.25	1.43	1.75	1.95	2.25	1.70	2.17	.66	1.82
1971 .....	1.64	1.85	2.23	1.74	2.29	2.05	2.13	3.00	2.05	2.15	2.78	.95	2.11
1972 .....	1.92	2.65	1.71	1.00	1.83	2.21	1.96	1.75	2.63	2.19	3.68	2.05	2.16
1973 .....	2.25	2.77	2.13	2.45	2.05	4.50	1.95	2.35	2.83	2.15	2.22	1.67	2.50
1974 .....	1.75	2.73	2.75	2.03	2.50	3.16	3.05	2.45	2.57	3.43	2.88	2.69	2.63
1975 .....	2.94	2.75	2.06	2.75	2.93	4.31	2.68	3.75	4.85	4.65	1.99	3.00	3.18
Wholesale-retail as a percentage of retail value:													
1968 .....	36	37	43	45	39	48	21	46	43	30	54	45	38
1969 .....	40	44	37	21	50	52	40	33	54	38	53	37	43
1970 .....	41	40	45	57	31	52	50	37	22	41	39	53	41
1971 .....	48	47	34	49	35	39	42	32	47	42	21	56	40
1972 .....	41	31	52	52	45	32	39	36	23	39	6	34	35
1973 .....	47	25	38	29	35	18	39	35	39	58	58	61	38
1974 .....	59	52	46	63	47	47	50	54	46	43	50	48	50
1975 .....	50	39	42	48	50	33	46	25	12	21	34	20	36
Shipping point-wholesale as a percentage of retail value:													
1968 .....	30	35	32	8	34	30	37	29	28	27	15	17	29
1969 .....	24	34	28	30	13	25	34	41	21	27	3	9	24
1970 .....	37	34	28	18	35	25	29	29	26	23	33	10	28
1971 .....	28	29	31	28	29	29	26	37	31	27	30	9	28
1972 .....	24	28	26	14	31	32	35	29	43	30	46	24	31
1973 .....	24	36	26	25	25	33	18	20	33	23	23	20	25
1974 .....	22	31	26	20	17	21	21	24	24	28	19	24	22
1975 .....	28	23	23	30	31	43	32	45	53	49	22	36	34

1/ 24 heads per carton, U.S. No. 1.

Table 60.--Lettuce, iceberg, Los Angeles: Spreads per carton and as a percentage of the retail value, by months and seasons, 1968-75 1/

Spreads	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Season average
<u>Dollars</u>													
Wholesale-retail:													
1968 .....	3.45	2.59	2.13	2.74	1.63	2.44	1.62	1.75	2.48	2.37	3.28	2.69	2.37
1969 .....	3.07	2.93	2.13	1.96	2.18	2.84	2.37	2.26	3.22	2.23	.59	3.52	2.39
1970 .....	2.62	2.55	2.80	3.18	2.70	3.59	3.46	2.48	3.33	3.54	3.54	2.61	3.05
1971 .....	3.25	2.99	2.13	3.42	3.13	3.19	3.32	3.42	3.19	2.42	2.68	4.61	3.12
1972 .....	3.95	2.55	3.18	2.82	3.10	2.88	3.66	3.60	3.44	4.01	3.90	4.08	3.39
1973 .....	4.37	3.55	3.69	3.90	3.30	3.67	4.78	1.61	3.46	2.61	3.47	3.38	3.45
1974 .....	3.82	2.93	3.91	3.72	2.62	3.94	4.66	3.62	2.21	2.41	4.44	4.18	3.50
1975 .....	3.80	4.15	3.95	4.02	3.65	3.76	3.60	2.41	2.28	3.04	2.64	3.20	3.34
Shipping point-wholesale:													
1968 .....	.83	.90	.95	.05	1.75	1.12	2.27	1.54	.93	.72	.40	.88	1.08
1969 .....	.79	.68	2.10	1.65	1.72	.95	1.23	1.95	.75	1.55	3.66	-.25	1.49
1970 .....	2.04	1.07	.78	.68	1.50	.56	.80	1.20	.41	.55	1.19	1.26	.98
1971 .....	1.74	1.25	2.56	.87	.89	.92	.63	.62	1.67	1.62	.98	.45	1.18
1972 .....	.92	2.40	.94	.88	1.08	1.21	1.06	1.15	1.63	.69	.43	.68	1.09
1973 .....	.63	1.52	.23	.70	1.05	1.88	.33	1.60	1.58	1.90	1.02	1.49	1.17
1974 .....	1.38	1.73	.98	1.03	.75	.28	1.05	1.58	1.44	2.57	1.00	1.56	1.28
1975 .....	2.31	1.12	.43	1.50	1.80	1.18	1.43	2.63	3.23	2.15	2.74	2.00	1.90
<u>Percent</u>													
Wholesale-retail as a percentage of retail value:													
1968 .....	49	56	51	45	35	51	25	37	50	37	59	44	43
1969 .....	49	62	30	26	33	55	45	39	59	37	7	44	39
1970 .....	43	50	54	60	42	66	63	42	40	52	54	41	50
1971 .....	50	52	30	60	46	50	50	52	51	37	33	52	46
1972 .....	51	29	57	46	56	44	60	52	48	57	48	48	49
1973 .....	56	44	53	42	38	30	50	19	46	41	55	52	42
1974 .....	57	47	50	57	30	44	47	48	32	28	44	48	43
1975 .....	45	43	52	53	50	51	52	32	26	38	28	36	41
Shipping point-wholesale as a percentage of retail value:													
1968 .....	12	19	23	1	37	23	35	33	19	11	7	15	20
1969 .....	13	14	30	22	26	19	23	34	14	26	45	-3	24
1970 .....	34	21	15	13	23	10	14	20	5	8	18	20	16
1971 .....	27	22	35	16	13	15	10	10	26	25	12	5	18
1972 .....	12	27	17	14	19	18	17	17	23	10	5	8	16
1973 .....	8	19	3	8	12	16	3	18	21	30	16	23	14
1974 .....	21	28	13	16	9	3	11	21	21	30	10	18	16
1975 .....	28	11	6	20	25	16	21	35	37	27	29	22	24

1/ 24 heads per carton. U.S. No. 1.



Table 61.--Lettuce, iceberg, New York City: Spreads per carton and as a percentage of the retail value, by months and seasons, 1968-75 1/

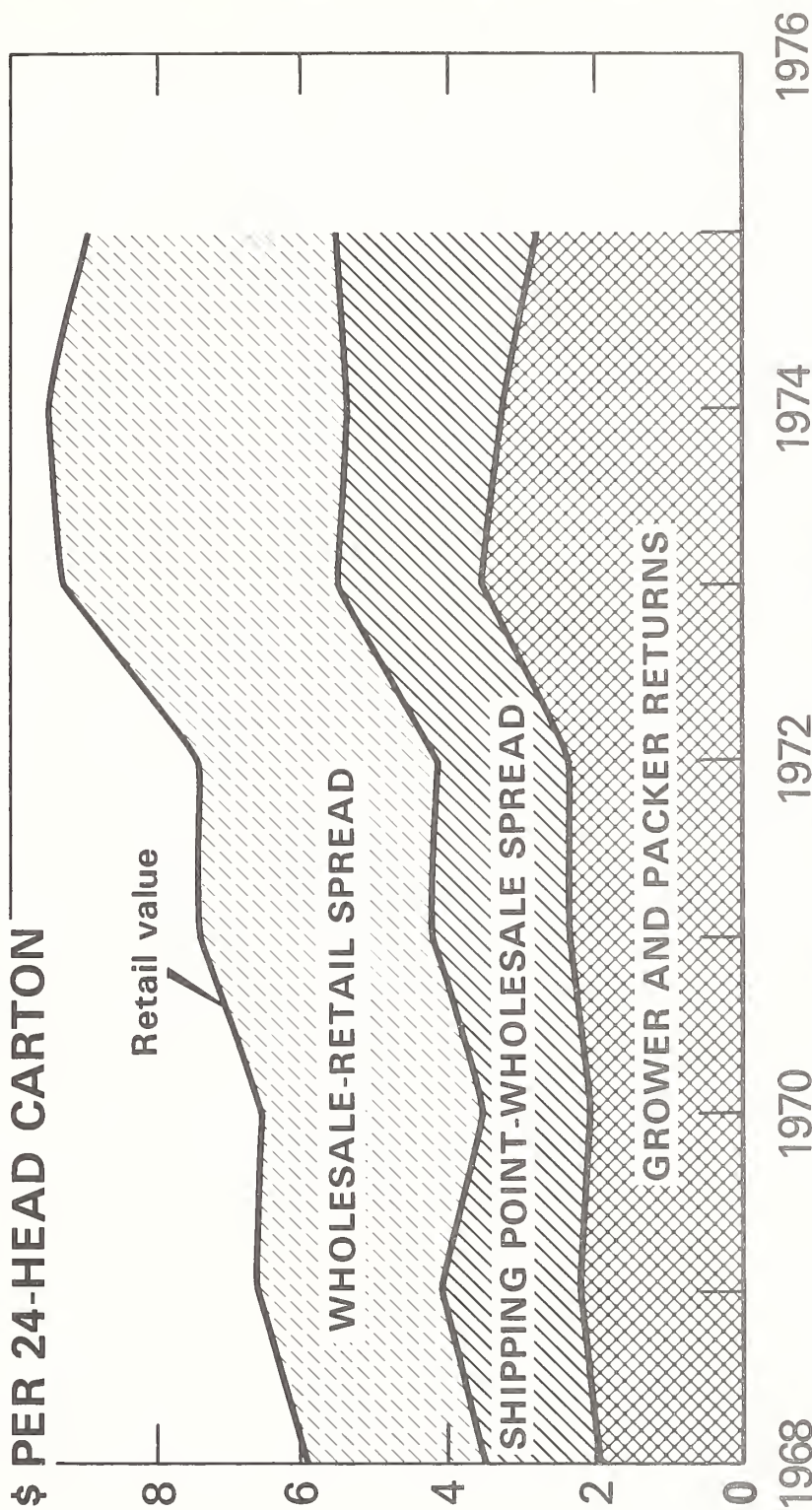
Spreads	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Season : average
Dollars													
Wholesale-retail:													
1968 .....	2.21	2.23	2.38	3.05	2.40	2.16	2.00	2.53	2.71	1.77	2.43	3.12	2.34
1969 .....	2.49	2.46	1.71	1.67	2.65	2.84	1.73	2.48	3.21	2.41	1.55	3.37	2.48
1970 .....	3.12	3.18	2.53	3.74	2.67	3.58	3.23	3.19	2.86	3.70	3.27	3.64	3.22
1971 .....	3.64	3.43	2.94	4.25	3.67	2.53	2.57	2.72	3.90	3.53	2.39	5.78	3.36
1972 .....	4.54	2.30	3.69	4.33	3.85	2.42	3.44	4.31	3.28	4.47	2.74	4.95	3.57
1973 .....	4.81	3.84	3.59	3.69	5.04	2.94	5.13	4.64	3.89	4.92	4.85	4.14	4.32
1974 .....	4.69	3.46	3.38	4.22	4.57	5.24	4.74	4.22	4.41	3.90	3.77	4.83	4.32
1975 .....	4.21	4.30	4.86	4.56	3.75	4.14	4.33	2.69	2.56	2.64	1.76	3.36	3.52
Shipping point-whole-													
sale:													
1968 .....	3.50	1.57	1.65	.70	1.86	2.49	2.60	2.27	2.48	2.85	2.15	1.50	2.23
1969 .....	2.24	2.13	2.97	2.50	1.87	1.82	3.60	2.20	2.50	2.40	3.29	1.50	2.40
1970 .....	2.34	1.49	2.05	1.60	2.40	1.93	2.50	3.20	1.50	1.30	2.67	1.46	2.08
1971 .....	2.04	2.75	2.48	2.09	1.94	3.80	3.13	3.75	2.30	2.50	3.03	1.45	2.69
1972 .....	1.67	3.65	2.06	1.00	1.98	3.46	3.06	2.05	3.13	2.19	2.93	1.55	2.54
1973 .....	2.75	2.98	3.02	4.55	4.45	6.50	4.55	5.40	2.42	1.85	1.78	1.58	3.51
1974 .....	2.18	3.23	2.60	3.03	2.50	3.16	3.05	3.70	3.07	3.20	4.38	2.69	3.10
1975 .....	3.19	3.25	2.06	2.50	4.18	4.31	2.80	4.50	4.85	4.65	4.99	3.00	3.84
Percent													
Wholesale-retail as a													
percentage of retail													
value:													
1968 .....	26	45	46	43	43	37	28	41	40	22	38	44	36
1969 .....	35	43	23	20	36	48	25	40	44	35	18	35	35
1970 .....	45	52	41	55	36	53	46	37	32	48	42	48	44
1971 .....	51	45	37	55	44	30	31	30	51	42	24	52	41
1972 .....	50	24	51	55	53	29	43	51	38	50	29	49	42
1973 .....	48	42	40	34	45	18	40	34	41	54	53	49	40
1974 .....	56	42	38	47	37	40	40	41	41	37	30	46	40
1975 .....	43	36	48	50	38	38	49	28	24	26	16	33	35
Shipping point-whole-													
sale as a percentage													
of retail value:													
1968 .....	41	31	32	10	33	42	36	37	37	36	33	21	34
1969 .....	31	37	40	31	26	30	51	35	35	34	37	16	33
1970 .....	34	24	33	27	33	28	36	37	17	17	34	19	28
1971 .....	29	36	31	24	23	44	38	42	30	29	31	13	32
1972 .....	19	37	29	13	27	41	39	24	37	24	31	15	30
1973 .....	24	25	27	25	16	41	25	24	33	26	27	32	27
1974 .....	26	39	29	34	20	24	25	36	29	30	34	25	29
1975 .....	33	27	20	28	43	40	31	46	46	46	47	30	38

1/ 24 heads per carton, U.S. No. 1.

# LETTUCE

*Seasonal Average Spreads for Chicago, New York City, Los Angeles, and Baltimore*

**\$ PER 24-HEAD CARTON**



**SEASON: JAN. - DEC.**

## ONIONS

### Consumption

Consumption of fresh onions (including dehydrated onions) remained fairly stable between 11.4 and 12.5 pounds per person in all but 1 year during 1962-74, and increased to 13.6 pounds in 1975.

### Spring and Summer Nonstorage Onions

#### Production

All spring onions and some summer onions cannot be stored for any appreciable length of time and are normally marketed soon after harvest. These nonstorage onions are produced commercially in six States. However, two States--Texas and California--account for about three-fourths of this crop, with Texas alone accounting for over one-half (table 62). U.S. production of the nonstorage onions trended slightly upward during 1962-75, with most of the increase in Texas, where the 1975 crop reached 4.379 million cwt.

#### Prices and Value

Three markets--Boston, Chicago, and New York City--were selected for pricing dry, nonstorage onions at wholesale and retail. Texas and California onions were priced at shipping point. A May-August season was selected as most representative of the nonstorage onion marketing season. During these months in 1974, Texas and California supplied about three-fourths of the unloads in Boston and Chicago and two-thirds of the New York City unloads.

Seasonal average retail prices of spring and summer dry, yellow onions in Boston, Chicago, New York City, and the United States for 1962-75 are given in table 63. Retail prices increased sharply in all markets, with most of the increase occurring after 1972. The U.S. price averaged 31.8 cents per pound in 1975, 19 cents higher than in 1962. However, between 1962 and 1972, the U.S. price increased only 5.6 cents. Similar price increases were experienced in the other three markets.

The seasonal average shipping point price, wholesale price, and retail value of a 50-pound sack of dry, yellow onions trended upward between 1968 and 1975 for Boston, Chicago, and New York City (tables 64, 65, and 66). Prices at each level were extremely high in 1973, when the shipping point price reached a record high of \$10.20 in May. Wholesale prices and retail values in each market were usually responsive to changes in shipping point price by changing in the same direction.

#### Spreads and Grower and Packer Returns

The seasonal average wholesale-retail spread and the shipping point-wholesale spread fluctuated from season to season, but trended upward in each market between 1968 and 1975. The three-city average retail value of a 50-pound sack of onions was \$15.02 in 1975, nearly twice its value in 1968. The wholesale-retail spread increased 57 percent to \$7.52 in 1975. The shipping point-wholesale spread and grower and packer returns each more than doubled during the period, averaging \$2.78 and \$4.72, respectively, in 1975.

A simple trend analysis indicates that the retail value of a 50-pound sack of onions sold in Boston, Chicago, and New York City increased an average of \$1.01 per

sack per year during 1968-75. In the same period, the wholesale-retail spread increased 41 cents; the shipping point-wholesale spread, 14 cents; and grower and packer returns, 46 cents.

The three-city market shares fluctuated from year to year but did not show any significant change over the period. For the eight seasons, the wholesale-retail spread averaged 55 percent of the retail value; the shipping point-wholesale spread, 18 percent; and grower and packer returns, 27 percent.

Table 62.--Onions, spring and summer nonstorage crop: Production for fresh market and processing, selected States and United States, 1962-75

1962-75						
Year	Texas	California	Arizona	Other States	United States	

Table 63.--Onions, dry yellow, spring and summer nonstorage crop: Seasonal average retail prices, United States and selected cities, 1962-75 1/

Season	: United States <u>2/</u>	: Boston <u>3/</u>	: Chicago <u>3/</u>	: New York City <u>3/</u>
			Cents per pound	
1962	: 12.8	N/A	14.1	11.8
1963	: 12.8	N/A	**12.1	**11.8
1964	: 11.5	11.9	11.3	10.7
1965	: 14.1	14.6	14.3	13.2
1966	: 15.1	*13.6	**16.6	**12.8
1967	: 13.9	**14.0	14.1	**13.1
1968	: 16.2	16.1	17.6	16.7
1969	: 14.2	15.9	15.1	14.3
1970	: 17.7	21.3	19.5	19.7
1971	: 15.0	18.1	15.8	14.7
1972	: 18.4	20.6	18.9	19.6
1973	: 29.6	32.1	33.7	31.8
1974	: 20.5	24.7	18.8	20.9
1975	: 31.8	29.5	30.3	33.7

1/ 4-month weighted average, May-August.

2/ BLS U.S. monthly prices weighted by 41 cities' monthly unloads.

3/ BLS city monthly prices weighted by city monthly unloads.

\*2-month average.

\*\*3-month average. N/A = Not available.



Table 64.--Onions, dry yellow, spring and summer nonstorage crop, Boston: Prices, value and spreads per sack and spreads and grower and packer returns as a percentage of retail value, by months and seasons, 1968-75 1/

Item	May	June	July	Aug.	Season average	Item	May	June	July	Aug.	Season average
<u>Dollars</u>											
Prices and value						Spreads					
Retail value 2/						Wholesale-retail:					
1968 .....	8.08	7.47	7.10	6.96	7.57	1968 .....	4.70	4.97	3.35	4.34	4.33
1969 .....	7.14	7.14	7.57	8.18	7.47	1969 .....	4.56	4.64	3.95	4.18	4.31
1970 .....	10.01	10.06	10.01	10.06	10.01	1970 .....	6.01	6.18	5.13	6.94	5.67
1971 .....	8.37	8.41	8.74	8.88	8.51	1971 .....	6.12	5.49	4.86	4.38	5.55
1972 .....	8.51	8.84	11.33	11.84	9.68	1972 .....	5.51	4.96	4.45	5.84	5.12
1973 .....	17.25	12.83	12.36	12.46	15.09	1973 .....	6.25	5.33	7.11	6.96	6.43
1974 .....	11.80	11.84	11.37	11.70	11.61	1974 .....	8.05	7.71	6.87	6.95	7.33
1975 .....	13.48	14.28	16.26	18.47	13.86	1975 .....	7.23	6.28	7.76	8.97	7.19
Wholesale prices: 3/						Shipping point- wholesale:					
1968 .....	3.38	2.50	3.75	2.62	3.24	1968 .....	.96	.96	2.33	1.08	1.33
1969 .....	2.58	2.50	3.62	4.00	3.16	1969 .....	1.30	1.09	1.96	2.18	1.65
1970 .....	4.00	3.88	4.88	3.12	4.34	1970 .....	1.58	1.88	2.63	.87	2.06
1971 .....	2.25	2.92	3.88	4.50	2.96	1971 .....	.83	1.30	2.26	1.88	1.42
1972 .....	3.00	3.88	6.88	6.00	4.56	1972 .....	1.17	1.88	2.76	2.06	1.91
1973 .....	11.00	7.50	5.25	5.25	8.66	1973 .....	.80	3.72	1.87	1.38	1.42
1974 .....	3.75	4.13	4.50	4.75	4.28	1974 .....	1.45	2.13	2.25	2.25	2.06
1975 .....	6.25	8.00	8.50	9.50	6.67	1975 .....	2.45	3.00	1.85	2.00	2.44
Shipping point price (f.o.b.): 4/						Wholesale-retail as percentage of retail value:					
1968 .....	2.42	1.54	5/1.42	5/1.54	1.91	1968 .....	58	66	47	62	57
1969 .....	1.28	1.41	5/1.66	5/1.82	1.51	1969 .....	64	65	52	51	58
1970 .....	2.42	2.00	5/2.25	2.25	2.28	1970 .....	60	61	51	69	57
1971 .....	1.42	1.62	5/1.62	5/2.62	1.54	1971 .....	73	65	56	49	65
1972 .....	1.83	5/2.00	5/4.12	3.94	2.65	1972 .....	65	56	39	49	53
1973 .....	10.20	3.78	5/3.38	5/4.12	7.24	1973 .....	36	42	58	56	43
1974 .....	2.30	2.00	5/2.25	5/2.50	2.22	1974 .....	68	65	60	60	63
1975 .....	3.80	5.00	5/6.65	7.50	4.23	1975 .....	54	44	48	48	52
Grower and packer share of retail value						Shipping point-whole- sale as percentage of retail value:					
1968 .....	30	21	20	22	25	1968 .....	12	13	33	16	18
1969 .....	18	20	22	22	20	1969 .....	18	15	26	27	22
1970 .....	24	20	23	22	23	1970 .....	16	19	26	9	20
1971 .....	17	19	18	30	18	1971 .....	10	16	26	21	17
1972 .....	21	23	37	33	27	1972 .....	14	21	24	18	20
1973 .....	59	29	27	33	48	1973 .....	5	29	15	11	9
1974 .....	20	17	20	21	19	1974 .....	12	18	20	19	18
1975 .....	28	35	41	41	30	1975 .....	18	21	11	11	18

1/ U.S. No. 1, medium size, yellow globe or granex, 50-pound sack. 2/ Returns to retailer for salable onions (6-percent allowance for loss incurred during marketing). 3/ Origin same as shipping point. 4/ Texas, except as indicated. 5/ California.



Table 65.--Onions, dry yellow, spring and summer nonstorage crop, Chicago: Prices, value, and spreads per sack, and spreads and grower and packer returns as a percentage of retail value, by months and seasons, 1968-75 <sup>1/</sup>

Item	May	June	July	Aug.	Season average	Item	May	June	July	Aug.	Season average
<b>Prices and value</b>											
Retail value: <sup>2/</sup>											
1968	8.55	7.94	8.18	7.80	8.27	Spreads:					
1969	6.86	7.00	7.33	8.13	7.10	Wholesale-retail:					
1970	9.21	8.98	9.26	8.98	9.17	1968	5.30	5.49	5.08	5.40	5.28
1971	6.96	7.61	7.90	8.51	7.43	1969	4.61	4.55	4.33	4.63	4.56
1972	7.71	9.12	10.81	11.04	8.88	1970	5.11	5.48	6.01	6.13	5.42
1973	19.45	10.38	10.29	10.43	15.84	1971	4.61	4.96	4.25	4.76	4.64
1974	7.38	10.11	10.90	11.56	8.84	1972	4.71	3.97	4.66	5.69	4.46
1975	10.90	15.32	16.69	19.49	14.24	1973	8.45	5.38	4.29	4.68	7.05
						1974	4.13	5.86	6.40	7.06	5.10
						1975	4.65	7.57	8.44	11.49	7.05
<b>Wholesale prices: <sup>3/</sup></b>											
1968	3.25	2.45	3.10	2.40	2.99	Shipping point-					
1969	2.25	2.45	3.00	3.50	2.54	wholesale:					
1970	4.10	3.50	3.25	2.85	3.75	1968	.83	.91	1.68	.86	1.01
1971	2.35	2.65	3.65	3.75	2.79	1969	.97	1.04	1.34	1.68	1.12
1972	3.00	5.15	6.15	5.35	4.42	1970	1.68	1.50	1.00	.60	1.46
1973	11.00	5.00	6.00	5.75	8.79	1971	.93	1.03	2.03	1.37	1.22
1974	3.25	4.25	4.50	4.50	3.74	1972	1.17	3.15	2.03	1.41	2.02
1975	6.25	7.75	8.25	8.00	7.19	1973	.80	1.22	2.62	1.63	1.17
						1974	.95	2.25	2.25	2.00	1.52
						1975	2.45	2.75	1.60	.50	2.08
<b>Shipping point price</b>											
(f.o.b.): <sup>4/</sup>						Wholesale-retail					
1968	2.42	1.54	5/1.42	5/1.54	1.98	as percentage of retail					
1969	1.28	1.41	5/1.66	5/1.82	1.42	value:					
1970	2.42	2.00	5/2.25	2.25	2.29	1968	62	69	62	69	64
1971	1.42	1.62	5/1.62	2.38	1.57	1969	67	65	59	57	64
1972	1.83	5/2.00	5/4.12	3.94	2.40	1970	56	61	65	68	59
1973	10.20	3.78	5/3.38	5/4.12	7.62	1971	66	65	54	56	62
1974	2.30	2.00	5/2.25	5/2.50	2.22	1972	61	43	43	51	50
1975	3.80	5.00	5/6.65	7.50	5.11	1973	45	52	42	45	45
						1974	56	58	59	61	58
						1975	43	49	50	59	49
<b>Grower and packer share</b>											
of retail value						Shipping point-wholesale					
1968	28	19	17	20	24	as percentage of retail					
1969	19	20	23	22	20	value:					
1970	26	22	24	25	25	1968	10	12	21	11	12
1971	21	21	20	28	21	1969	14	15	18	21	16
1972	24	22	38	36	27	1970	18	17	11	7	16
1973	53	36	33	39	48	1971	13	14	26	16	17
1974	31	20	20	22	25	1972	15	35	19	13	23
1975	35	33	40	38	36	1973	4	12	25	16	7
						1974	13	22	21	17	17
						1975	22	18	10	3	15

<sup>1/</sup> U.S. No. 1, medium size, yellow globe or granex, 50-pound sack, <sup>2/</sup> Returns to retailer for salable onions (6-percent allowance for loss incurred during marketing). <sup>3/</sup> Origin same as shipping point. <sup>4/</sup> Texas, except as indicated. <sup>5/</sup> California.



## Summer Storage Onions

### Production

Summer storage onions are commercially produced in 12 States, harvested in the late summer, and stored for marketing the following fall, winter, and spring. In 1974, the U.S. crop was 26.8 million cwt., 41 percent more than in 1962 (table 67). Most of the increase occurred in California, the leading grower. Production in New York and Michigan--two other important growers--trended slightly downward during this period. In recent years, New York has supplied nearly one-fifth and Michigan nearly one-tenth of the U.S. summer storage onion crop.

### Prices and Value

Dry, yellow onions were priced at wholesale and retail in Boston, Chicago, and New York City. New York and Michigan onions were priced at wholesale and shipping point. A September-April season was selected as most representative of the storage onion marketing season. During these months, New York is the single largest supplier of dry onions for Boston and New York City, and Michigan is a major supplier for Chicago.

The U.S. seasonal average retail price of summer storage dry onions was 18.2 cents a pound in 1974/75, 80 percent more than in 1962/63 (table 68). Prices increased by a similar amount in Boston, but more than doubled in Chicago and New York City during the period. Prices were higher in both 1972/73 and 1973/74 than in 1974/75 in all markets.

Monthly and seasonal average retail value, wholesale price, and shipping point price of a 50-pound sack of dry onions trended upward between 1967/68 and 1974/75, with most of the increase occurring in 1972/73 (tables 69, 70, and 71). The retail value and wholesale price were usually responsive to changes in shipping point price, by changing in the same direction.

### Spreads and Grower and Packer Returns

The wholesale-retail spread and the shipping point-wholesale spread trended upward in each of the three markets during 1967/68-1974/75 (tables 72, 73, and 74). The wholesale-retail spread was largest in Boston in all seasons, ranging from \$4.17 to \$6.94, and smallest in New York City in most seasons, ranging from \$3.13 to \$6.09. Conversely, the shipping point-wholesale spread was usually largest in New York City and smallest in Boston.

Seasonal average price spread data for Boston, Chicago, and New York City show that the three-city seasonal average retail value of a 50-pound sack of storage onions increased from \$6.07 in 1967/68 to a high of \$11.28 in 1972/73, and dropped slightly to \$9.38 in 1974/75. Similarly, grower and packer returns rose from \$2.39 a sack in 1967/68 to a high of \$5.38 in 1972/73, and fell to \$2.69 in 1974/75. The wholesale-retail spread increased each season and averaged \$6.19 in 1974/75, \$2.81 more than seven seasons earlier. The shipping point-wholesale spread was 50 cents in 1974/75, two-thirds more than in 1967/68.

A simple trend analysis shows that the retail value of storage onions sold in Boston, Chicago, and New York City increased an average of 66 cents per 50-pound sack per season during 1967/68-1974/75. In the same period, the wholesale-retail spread rose 37 cents; the shipping point-wholesale spread, 3 cents; and grower and packer returns, 26 cents.

The market shares fluctuated from season to season, but did not establish any significant trend over the period. For the eight seasons, the wholesale-retail spread averaged 61 percent of the three-city retail value; the shipping point-wholesale spread, 6 percent; and grower and packer returns, 33 percent.

Table 67.--Onions, summer storage crop: Production for fresh market and processing, selected States and United States, 1962-74

Year	New York	Michigan	Other States	United States
	<u>1,000 cwt.</u>			
1962	4,964	2,580	11,446	18,990
1963	4,819	2,698	11,312	18,829
1964	4,480	2,420	10,947	17,827
1965	5,412	2,822	12,686	20,798
1966	3,602	2,291	12,256	18,149
1967	4,200	2,240	12,587	19,027
1968	3,752	2,176	14,292	20,220
1969	3,762	1,952	14,156	19,870
1970	4,760	2,208	14,601	21,569
1971	4,123	1,674	15,633	21,430
1972	2,300	2,144	15,564	20,008
1973	2,992	2,046	15,956	20,994
1974	3,973	2,139	21,264	26,846

Table 68.--Onions, dry yellow, summer storage crop: Seasonal average retail prices, United States and selected cities, 1962/63-1974/75 1/

Season	United States <u>2/</u>	Boston <u>3/</u>	Chicago <u>3/</u>	New York City <u>3/</u>
	<u>Cents per pound</u>			
1962/63	10.1	N/A	9.4	9.0
1963/64	11.4	11.6	10.8	10.1
1964/65	10.9	12.0	11.0	10.1
1965/66	10.7	11.2	10.2	9.1
1966/67	13.8	13.8	15.0	13.1
1967/68	14.1	*14.3	14.5	*12.4
1968/69	13.3	14.8	13.3	*12.8
1969/70	15.3	17.6	16.4	*15.3
1970/71	13.6	18.3	13.1	12.6
1971/72	14.7	18.3	15.6	14.0
1972/73	22.1	25.4	23.5	23.6
1973/74	21.1	*23.1	*21.9	*21.4
1974/75	18.2	20.2	18.9	20.0

1/ 8-month weighted average, September-April. 2/ BLS U.S. monthly prices weighted by 41 cities' monthly unloads. 3/ BLS city monthly prices weighted by city monthly unloads. N/A=Not available. \*7-month average.

Table 69.--Onions, dry yellow, summer storage crop, Boston: Prices and value per sack and grower and packer returns as a percentage of retail value, by months and season, 1967/68-1974/75 1/

Item	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	Apr.	Season average
<u>Dollars</u>									
<u>Prices and value</u>									
<u>Retail value: 2/</u>									
1967/68 .....	7.33	6.77	6.44	6.63	6.63	6.58	6.77	7.85	*6.72
1968/69 .....	6.63	6.67	6.82	7.14	7.05	7.00	6.91	6.82	6.96
1969/70 .....	7.57	7.00	7.33	7.76	7.99	8.74	9.45	9.40	8.27
1970/71 .....	9.40	9.59	9.59	8.18	7.66	8.08	7.61	8.13	8.60
1971/72 .....	8.37	8.60	8.93	8.70	8.41	8.70	8.51	8.65	8.60
1972/73 .....	11.61	11.00	11.23	11.23	11.47	12.41	11.57	17.06	11.94
1973/74 .....	N/A	10.53	10.48	10.34	10.29	12.08	12.13	11.09	*10.86
1974/75 .....	11.19	10.86	9.92	9.16	8.60	8.32	8.27	8.98	9.49
<u>Wholesale price: 3/</u>									
1967/68 .....	2.00	1.70	2.00	2.25	2.05	3.00	3.88	4.50	*2.55
1968/79 .....	2.00	2.35	2.20	2.20	2.12	1.88	1.62	1.62	2.02
1969/70 .....	3.12	2.12	2.25	2.38	3.00	4.38	3.75	4.50	3.24
1970/71 .....	1.75	1.75	1.75	1.70	1.65	1.58	1.58	1.38	1.66
1971/72 .....	2.25	2.50	2.25	2.25	2.20	2.38	2.62	2.50	2.35
1972/73 .....	4.50	3.75	5.00	5.00	5.00	7.00	10.00	12.00	5.71
1973/74 .....	N/A	4.12	4.25	4.12	4.25	6.50	5.25	3.50	*4.49
1974/75 .....	3.62	3.38	2.50	2.12	2.25	2.50	3.25	4.00	2.91
<u>Shipping point price</u> (f.o.b.): 4/									
1967/68 .....	N/A	6/ 1.65	1.91	1.93	1.92	2.82	3.25	3.97	*2.31
1968/69 .....	5/ 1.60	6/ 1.79	1.88	1.82	1.76	1.50	1.32	6/ 1.18	1.67
1969/70 .....	6/ 2.04	2.05	1.95	2.05	2.50	4.18	3.62	7/ 3.45	2.81
1970/71 .....	6/ 1.62	1.50	1.40	1.35	1.25	1.25	1.18	1.00	1.35
1971/72 .....	6/ 2.18	2.28	1.96	1.90	1.90	1.92	2.09	2.22	2.04
1972/73 .....	4.05	4.05	4.48	4.44	4.81	6.75	8.26	9.90	5.21
1973/74 .....	N/A	3.45	3.55	3.80	3.85	6.00	4.92	3.41	*4.02
1974/75 .....	2.92	3.05	2.21	2.10	1.91	1.90	2.89	3.57	2.54
<u>Grower and packer share</u> <u>of retail value</u>									
1967/68 .....	N/A	25	30	29	29	43	48	50	*34
1968/69 .....	24	27	27	26	25	22	19	17	24
1969/70 .....	27	29	27	27	31	48	38	37	34
1970/71 .....	17	16	14	17	16	16	16	12	16
1971/72 .....	26	26	22	22	23	23	25	26	24
1972/73 .....	35	37	40	40	42	54	71	58	44
1973/74 .....	N/A	33	34	37	37	50	40	31	*37
1974/75 .....	26	28	22	23	22	23	35	40	27

1/ U.S. No. 1, medium size, yellow globe or granex, 50-pound sack. 2/ Returns to retailer for salable onions (6-percent allowance for loss incurred during marketing). 3/ Origins same as shipping point. 4/ New York, except as indicated. 5/ California. 6/ Michigan. 7/ Texas. \*7-month average. N/A=Not available.



Table 70.--Onions, dry yellow, summer storage crop, Chicago: Prices and value per sack and grower and packer returns as a percentage of retail value, by months and season, 1967/68-1974/75 <sup>1/</sup>

Item	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	Apr.	Season average
<u>Dollars</u>									
<u>Prices and value</u>									
Retail value: <sup>2/</sup>									
1967/68 .....	6.67	6.58	6.11	6.06	6.11	6.86	7.61	8.55	6.82
1968/69 .....	7.28	6.72	6.30	6.11	6.20	5.73	5.73	6.20	6.25
1969/70 .....	7.19	6.96	7.24	6.82	6.63	8.51	8.88	9.26	7.71
1970/71 .....	7.57	5.78	5.73	5.97	5.97	5.83	6.16	6.67	6.16
1971/72 .....	8.46	7.80	6.77	6.91	6.86	7.05	7.00	7.66	7.33
1972/73 .....	11.33	9.31	10.15	10.39	10.43	11.56	13.01	14.95	11.04
1973/74 .....	N/A	9.40	9.54	9.45	9.40	11.75	11.84	10.34	*10.29
1974/75 .....	10.48	10.67	9.26	7.80	7.58	7.10	7.71	10.48	8.88
<u>Wholesale price: <sup>3/</sup></u>									
1967/68 .....	2.00	2.15	2.40	2.40	2.25	2.65	4.00	4.40	2.82
1968/69 .....	2.35	2.15	2.10	2.05	2.00	1.80	1.55	1.50	1.93
1969/70 .....	2.50	2.50	2.50	2.40	2.90	4.25	4.15	4.00	3.21
1970/71 .....	2.50	2.10	1.90	1.80	1.75	1.70	1.65	1.35	1.86
1971/72 .....	2.80	2.80	2.60	2.40	2.50	2.35	2.30	2.35	2.55
1972/73 .....	4.62	3.75	4.25	4.25	4.25	6.00	8.75	11.00	5.27
1973/74 .....	N/A	3.75	4.00	4.25	4.25	5.70	4.87	3.50	*4.00
1974/75 .....	4.50	3.75	3.25	2.75	2.50	2.25	3.50	4.25	3.32
<u>Shipping point price</u> (f.o.b.): <sup>4/</sup>									
1967/68 .....	1.85	1.65	1.87	2.06	1.80	2.48	3.19	3.94	2.36
1968/69 .....	1.60	1.79	1.65	1.65	1.54	1.36	1.04	1.18	1.47
1969/70 .....	2.04	2.16	2.02	2.05	2.39	4.09	3.45	3.82	2.78
1970/71 .....	1.62	1.50	1.46	1.38	1.32	1.30	1.30	1.00	1.38
1971/72 .....	2.18	2.35	2.20	1.94	1.90	1.98	2.00	2.00	2.08
1972/73 .....	4.38	3.49	3.82	3.66	4.06	5.94	7.65	8.25	4.81
1973/74 .....	N/A	3.12	3.25	3.80	3.45	5.50	4.55	2.72	*3.35
1974/75 .....	2.92	3.05	2.21	2.10	1.91	1.90	2.89	3.57	2.50
<u>Grower and packer share</u> <u>of retail value</u>						<u>Percent</u>			
1967/68 .....	28	25	30	34	30	36	42	46	34
1968/69 .....	22	27	26	27	25	24	18	19	24
1969/70 .....	28	31	28	30	36	48	39	41	36
1970/71 .....	21	26	25	23	22	22	21	15	22
1971/72 .....	26	30	32	28	28	28	29	26	22
1972/73 .....	39	37	38	35	38	51	59	55	44
1973/74 .....	N/A	33	34	40	37	47	38	26	*33
1974/75 .....	28	29	24	27	25	27	37	34	28

<sup>1/</sup> U.S. No.1, medium size, yellow globe or granex,50-pound sack. <sup>2/</sup> Returns to retailer for salable onions (6-percent allowance for loss incurred during marketing). <sup>3/</sup> Origin same as shipping point. <sup>4/</sup> Michigan. \*7-month average. N/A=Not available.

Table 71.--Onions, dry yellow, summer storage crop, New York City: Prices and value per sack and grower and packer returns as a percentage of retail value, by months and seasons, 1967/68-1974/75 1/

Item	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	Apr.	Season average
<u>Dollars</u>									
<u>Prices and value</u>									
Retail value: <u>2/</u>									
1967/68 .....	5.40	4.98	5.26	5.31	5.59	5.92	6.67	7.76	*5.83
1968/69 .....	6.25	6.11	6.11	6.16	6.25	5.78	5.88	5.92	*6.02
1969/70 .....	6.39	6.20	6.16	6.39	6.72	8.13	8.37	9.12	*7.19
1970/71 .....	6.16	5.97	5.78	5.92	6.02	5.92	5.83	5.83	5.92
1971/72 .....	6.77	6.86	6.72	6.49	6.44	6.67	6.34	6.34	6.58
1972/73 .....	10.48	9.35	9.49	9.40	10.10	11.98	14.48	17.25	11.09
1973/74 .....	N/A	8.46	9.26	9.54	9.35	12.17	11.94	10.15	*10.06
1974/75 .....	8.64	10.11	8.93	8.32	7.80	6.82	7.80	8.79	9.40
<u>Wholesale price: <u>3/</u></u>									
1967/68 .....	1.88	1.80	2.12	2.38	2.20	3.00	3.75	4.25	*2.70
1968/69 .....	2.25	2.20	2.25	2.25	2.25	1.75	1.85	2.10	*2.08
1969/70 .....	N/A	2.50	2.40	2.65	3.40	4.35	4.25	4.75	*3.39
1970/71 .....	2.65	2.00	1.95	1.90	1.80	1.75	1.75	1.60	1.95
1971/72 .....	2.85	2.90	2.75	2.35	2.35	2.50	2.45	2.70	2.59
1972/73 .....	4.62	4.38	4.75	4.75	5.50	6.85	9.25	11.50	6.07
1973/74 .....	N/A	4.25	4.15	4.50	4.50	6.75	5.50	4.50	*4.84
1974/75 .....	3.50	3.68	2.25	2.30	2.50	2.50	3.50	4.50	3.31
<u>Shipping point price</u>									
(f.o.b.): <u>4/</u>									
1967/68 .....	N/A	5/1.65	1.91	1.93	1.92	2.82	3.25	3.97	*2.41
1968/69 .....	N/A	5/1.79	1.88	1.82	1.76	1.50	1.32	1.66	*1.67
1969/70 .....	N/A	2.05	1.95	2.05	2.50	4.18	3.62	4.38	*2.87
1970/71 .....	5/1.62	5/1.50	1.40	1.35	1.25	1.25	1.18	1.00	1.34
1971/72 .....	5/2.18	2.28	1.96	1.90	1.90	1.92	2.09	2.22	2.04
1972/73 .....	4.05	4.05	4.48	4.44	4.81	6.75	8.26	9.90	5.54
1973/74 .....	N/A	3.45	3.55	3.80	3.85	6.00	4.92	3.41	*4.12
1974/75 .....	2.92	3.05	2.21	2.10	1.91	1.90	2.89	3.57	2.79
<u>Grower and packer share</u>									
of retail value									
1967/68 .....	N/A	33	36	36	34	48	49	51	*41
1968/69 .....	N/A	29	31	30	28	26	22	28	*28
1969/70 .....	N/A	33	32	32	37	51	43	48	*40
1970/71 .....	26	25	24	23	21	21	20	17	23
1971/72 .....	32	33	29	29	29	29	33	35	31
1972/73 .....	39	43	47	47	48	56	57	58	50
1973/74 .....	N/A	41	38	40	41	49	41	33	*41
1974/75 .....	34	30	25	25	24	28	37	41	30

1/ U.S. No.1, medium size, yellow globe or granex, 50-pound sack. 2/ Returns to retailer for salable onions (6-percent allowance for loss incurred during marketing). 3/ Origins same as shipping point. 4/ New York, except as indicated.  
5/ Michigan. \*7-month average. N/A=Not available.

Table 72.--Onions, dry yellow, summer storage crop, Boston: Spreads per sack and as a percentage of the retail value, by months and seasons, 1967/68-1974/75 1/

Spreads	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	Apr.	Season average
<u>Dollars</u>									
<u>Wholesale-retail:</u>									
1967/68 .....	5.33	4.97	4.44	4.38	4.58	3.58	2.89	3.35	*4.17
1968/69 .....	4.63	4.32	4.62	4.94	4.93	5.12	5.29	5.20	4.94
1969/70 .....	4.45	4.88	5.08	5.38	4.99	4.36	5.70	4.90	5.03
1970/71 .....	7.65	7.84	7.84	6.48	6.01	6.50	6.03	6.75	6.94
1971/72 .....	6.12	6.10	6.68	6.45	6.21	6.13	5.93	6.15	6.25
1972/73 .....	7.11	7.25	6.23	6.23	6.47	5.41	1.57	5.06	6.23
1973/74 .....	N/A	6.41	6.23	6.22	6.04	5.58	6.88	7.59	*6.37
1974/75 .....	7.57	7.48	7.42	7.04	6.35	5.82	5.02	4.98	6.58
<u>Shipping point-wholesale:</u>									
1967/68 .....	N/A	.05	.09	.32	.13	.18	.63	.53	*.24
1968/69 .....	.40	.56	.32	.38	.36	.38	.30	.44	.35
1969/70 .....	1.08	.07	.30	.33	.50	.20	.13	1.05	.43
1970/71 .....	.13	.25	.35	.33	.40	.33	.40	.38	.31
1971/72 .....	.07	.22	.29	.35	.30	.46	.53	.28	.31
1972/73 .....	.45	-.30	.52	.56	.19	.25	1.74	2.10	.50
1973/74 .....	N/A	.67	.70	.32	.40	.50	.33	.09	*.47
1974/75 .....	.70	.33	.29	.02	.34	.60	.36	.43	.37
<u>Wholesale-retail as a percentage of retail value:</u>									
1967/68 .....	73	74	69	66	69	54	43	43	*62
1968/69 .....	70	65	68	69	70	73	77	76	71
1969/70 .....	59	70	69	79	63	50	60	52	61
1970/71 .....	82	81	82	79	79	80	79	83	81
1971/72 .....	73	71	75	74	74	72	69	71	73
1972/73 .....	61	66	55	55	56	44	14	30	52
1973/74 .....	N/A	61	59	60	59	46	57	68	*59
1974/75 .....	68	69	75	77	74	70	61	55	69
<u>Shipping point-wholesale as a percentage of retail value:</u>									
<u>Percent</u>									
1967/68 .....	N/A	1	1	5	2	3	9	7	*4
1968/69 .....	6	8	5	5	5	5	4	7	5
1969/70 .....	14	1	4	4	6	2	2	11	5
1970/71 .....	1	3	4	4	5	4	5	5	3
1971/72 .....	1	3	3	4	3	5	6	3	3
1972/73 .....	4	-3	5	5	2	2	15	12	4
1973/74 .....	N/A	6	7	3	4	4	3	1	*4
1974/75 .....	6	3	3	13	4	7	4	5	4

1/ U.S. No. 1, medium size, yellow globe or granex, 50-pound sack.

\*7-month average.

N/A=Not available.

Table 73.--Onions, dry yellow, summer storage crop, Chicago: Spreads per sack and as a percentage of the retail value, by months and seasons, 1967/68-1974/75 1/

Spreads	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	Apr.	Season average
<u>Dollars</u>									
<u>Wholesale-retail:</u>									
1967/68 .....	4.67	4.43	3.71	3.66	3.89	4.21	3.61	4.15	4.00
1968/69 .....	4.93	4.57	4.20	4.06	4.20	3.93	4.18	4.70	4.32
1969/70 .....	4.69	4.46	4.24	4.42	3.73	4.26	4.73	5.26	4.50
1970/71 .....	5.07	3.68	3.83	4.17	4.22	4.13	4.51	5.32	4.30
1971/72 .....	5.66	5.00	4.17	4.51	4.36	4.70	4.70	5.31	4.78
1972/73 .....	6.71	5.56	5.90	6.14	6.18	5.56	4.26	3.95	5.77
1973/74 .....	N/A	5.65	5.54	5.20	5.15	6.05	6.97	6.84	*6.29
1974/75 .....	5.98	6.92	6.01	5.05	5.08	4.85	4.21	6.23	5.56
<u>Shipping point-wholesale:</u>									
1967/68 .....	.15	.50	.53	.34	.45	.17	.81	.46	.46
1968/69 .....	.75	.36	.45	.40	.46	.44	.51	.32	.46
1969/70 .....	.46	.34	.48	.35	.51	.16	.70	.18	.43
1970/71 .....	.88	.60	.44	.42	.43	.40	.35	.35	.48
1971/72 .....	.62	.45	.40	.46	.60	.37	.30	.35	.47
1972/73 .....	.24	.26	.43	.59	.19	.6	1.10	2.75	.46
1973/74 .....	N/A	.63	.75	.45	.80	.20	.32	.78	*.65
1974/75 .....	1.58	.70	1.04	.65	.59	.35	.61	.68	.82
<u>Wholesale-retail as a percentage of retail value:</u>									
<u>Percent</u>									
1967/68 .....	70	67	61	60	63	61	47	49	59
1968/69 .....	68	68	67	66	68	68	73	76	69
1969/70 .....	65	64	65	65	56	50	53	57	58
1970/71 .....	67	64	67	70	71	71	73	80	70
1971/72 .....	67	64	62	65	63	67	67	69	65
1972/73 .....	59	60	58	59	59	48	33	27	52
1973/74 .....	N/A	60	58	55	55	51	59	66	*61
1974/75 .....	57	65	65	65	67	68	55	59	63
<u>Shipping point-wholesale as a percentage of retail value:</u>									
1967/68 .....	2	8	9	6	7	3	11	5	7
1968/69 .....	10	5	7	7	7	8	9	5	7
1969/70 .....	7	5	7	5	8	2	8	2	6
1970/71 .....	12	10	8	7	7	7	6	5	8
1971/72 .....	7	6	6	7	9	5	4	5	7
1972/73 .....	2	3	4	6	2	1	8	18	4
1973/74 .....	N/A	7	8	5	8	2	3	8	*6
1974/75 .....	15	6	11	8	8	5	8	7	9

1/ U.S. No.1, medium size, yellow globe or granex, 50-pound sack.

\*7-month average.

N/A = Not available.

Table 74.--Onions, dry yellow, summer storage crop, New York City: Spreads per sack and as a percentage of the retail value, by months and seasons, 1967/68-1974/75 1/

Spreads	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	Apr.	Season average
<u>Dollars</u>									
Wholesale-retail:									
1967/68 .....	3.52	3.18	3.14	2.93	3.39	2.92	2.92	3.51	*3.13
1968/69 .....	4.00	3.91	3.86	3.91	4.00	4.03	4.03	3.82	*3.94
1969/70 .....	N/A	3.70	3.76	3.74	3.32	3.78	4.12	4.37	*3.80
1970/71 .....	3.51	3.97	3.83	4.02	4.22	4.22	4.08	4.23	3.97
1971/72 .....	3.92	3.96	3.97	4.14	4.09	4.17	3.89	3.64	3.99
1972/73 .....	5.86	4.97	4.74	4.65	4.60	5.13	5.23	5.75	5.02
1973/74 .....	N/A	4.21	5.11	5.04	4.85	5.42	6.44	5.65	*5.22
1974/75 .....	5.14	6.43	6.68	6.02	5.30	4.32	4.50	4.29	6.09
Shipping point-wholesale:									
1967/68 .....	N/A	.15	.21	.45	.28	.18	.50	.28	*.29
1968/69 .....	N/A	.41	.37	.43	.49	.25	.53	.44	*.41
1969/70 .....	N/A	.45	.45	.60	.90	.17	.63	.37	*.52
1970/71 .....	1.03	.50	.55	.55	.55	.50	.57	.60	*.61
1971/72 .....	.67	.62	.79	.45	.45	.58	.36	.48	.55
1972/73 .....	.57	.33	.27	.31	.69	.10	.99	1.60	.53
1973/74 .....	N/A	.80	.60	.70	.65	.75	.58	1.09	*.72
1974/75 .....	.58	.57	.04	.20	.59	.60	.41	.93	.52
<u>Percent</u>									
Wholesale-retail as a percentage of retail value:									
1967/68 .....	65	64	60	55	61	49	44	45	*54
1968/69 .....	64	64	63	63	64	70	69	65	*65
1969/70 .....	N/A	60	61	59	50	47	49	48	*53
1970/71 .....	57	67	66	68	70	71	70	73	67
1971/72 .....	58	58	59	64	64	62	61	57	61
1972/73 .....	56	53	50	50	45	43	36	33	45
1973/74 .....	N/A	50	55	53	52	45	54	56	*52
1974/75 .....	59	64	75	76	68	63	58	49	65
Shipping point-wholesale as a percentage of retail value:									
1967/68 .....	N/A	3	4	9	5	3	7	4	*5
1968/69 .....	N/A	7	6	7	8	4	9	7	*7
1969/70 .....	N/A	7	7	9	13	2	8	4	7
1970/71 .....	17	8	10	9	9	8	10	10	10
1971/72 .....	10	9	12	7	7	9	6	8	8
1972/73 .....	5	4	3	3	7	1	7	9	5
1973/74 .....	N/A	9	7	7	7	6	5	11	*7
1974/75 .....	7	6	2/	2	8	9	5	10	5

1/ U.S. No.1, medium size, yellow globe or granex, 50-pound sack.

2/ Less than 0.5 percent.

\*7-month average.

N/A = Not available.

## GREEN PEPPERS

### Consumption and Production

Per capita consumption of fresh green peppers trended upward during 1964-75, reaching 3.1 pounds in 1975, 0.8 pound more than in 1964.

The January-June season corresponds to winter and spring production seasons in the four producing States--California, Florida, Louisiana, and Texas. Florida accounted for over 90 percent of the U.S. crop during 1964-69, but suffered a setback in 1970, as the result of a severe outbreak of virus. However, the State's production has fully recovered since, accounting for 85 percent of the U.S. crop in 1975. Florida's share of the U.S. winter and spring supplies dropped from 85 percent in 1964 to 43 percent in 1971, and only partially recovered to 66 percent in 1975.

The total U.S. supply (including imports) of winter and spring green peppers increased from 75,800 tons in 1964 to 117,500 tons in 1975, or 55 percent (table 75). Although U.S. production increased, imports went up faster during the period, accounting for an increasing share of the total supply.

Mexico is the primary exporter of green peppers to the United States, supplying 92-97 percent of each year's winter and spring imports. Imports from the country increased sharply from 5,400 tons in 1964 to a high of 40,000 tons in 1974. However, Mexican imports dropped to 25,600 tons in 1975, 22 percent of the total U.S. supply.

### Prices and Values

Florida was selected as the production area and source of shipping point prices for winter and spring green peppers. However, in a few instances, especially in 1970 and 1971, shipping point prices of Mexican green peppers (f.o.b. port of entry) were used due to extremely light supplies from Florida. Two major markets for Florida-grown green peppers--Chicago and New York City--were selected for pricing at wholesale and retail. Florida supplied about 90 percent of the green pepper unloads in New York City and 65 percent in Chicago during January-June 1975.

The U.S. seasonal average retail price of winter and spring green peppers was 65.2 cents per pound in 1975, about two-thirds higher than in 1964 (table 76). However, a high of 66.1 cents a pound was reached in 1970, when Florida supplies of green peppers were sharply curtailed, and the price has declined only slightly since then. Retail price movements in Chicago and New York City were similar to the national pattern.

The retail value, wholesale price, and shipping point price of a bushel of green peppers sold in Chicago and New York City trended upward between 1968 and 1975, with record-high prices in 1970 (tables 77 and 78).

Retail values in both Chicago and New York City in 1975 were only slightly lower than in 1970. However, 1975 shipping point and wholesale prices were considerably lower than in 1970, but still higher than in 1968.

Monthly green pepper prices at each level often changed sharply from month to month, usually due to shifts in green pepper supplies. The monthly wholesale price and retail value were usually responsive to changes in shipping point price, by moving in the same direction.



## Spreads and Grower and Packer Returns

The wholesale-retail spread trended upward in both Chicago and New York City during 1968-75, with most of the increase occurring in 1974 and 1975 (tables 79 and 80). In Chicago, this spread rose \$4.43 per bushel in the eight seasons, with \$3.00 of the rise in the last two seasons. In New York City, the spread went up \$3.98 per bushel, \$1.83 in the last two seasons.

The shipping point-wholesale spread trended upward in both cities, also, but by a smaller amount than the wholesale-retail spread. The shipping point-wholesale spread in 1975 was only 33 cents per bushel more than in 1968 in Chicago and 65 cents more in New York City.

The two-city average retail value of a 30-pound bushel of winter and spring green peppers was \$16.30 in 1975, \$5.41 more than in 1968, but 30 cents less than in 1970. The wholesale-retail spread more than doubled during the period, with most of the increase occurring in 1974 and 1975. The shipping point-wholesale spread averaged \$2.09 in 1975, 57 cents more than in 1968, and grower and packer returns were up 15 percent to \$6.32. Growers and packers received a higher return in each season during 1970-74.

A simple trend analysis shows that the retail value of green peppers sold in the two cities increased an average of 66 cents per bushel per season during 1968-75. During the same period, the wholesale-retail spread increased 49 cents; shipping point-wholesale spread, 11 cents; and grower and packer returns, 6 cents.

The market shares fluctuated from season to season but did not show any significant trend. For the eight seasons, the wholesale-retail spread averaged 40 percent of the retail value; the shipping point-wholesale spread, 12 percent; and grower and packer returns, 48 percent.

Table 75.--Peppers, green, winter and spring: U.S. production, imports, and total U.S. supply 1964-75

Year	U.S. production			Imports			Total U.S. supply
	Florida	Other States 1/	Total	Mexico	Other countries 2/	Total	
	:	:	:	:	:	:	
	<u>1,000 tons</u>						
1964	64.2	6.0	70.2	5.4	.2	5.5	75.8
1965	61.8	6.0	67.8	7.9	.6	8.5	76.3
1966	69.8	3.2	73.0	10.7	.8	11.5	84.5
1967	72.3	7.5	79.8	12.1	.8	12.9	92.7
1968	77.6	3.8	81.4	10.4	.8	11.2	92.6
1969	69.9	6.3	76.2	18.8	1.5	20.3	96.5
1970	32.0	6.3	38.3	28.2	1.9	30.1	68.4
1971	39.6	15.8	55.4	34.3	1.5	35.8	91.2
1972	53.2	18.5	71.7	28.4	1.6	30.0	101.7
1973	63.2	13.1	76.3	39.7	1.5	41.2	117.5
1974	66.2	17.4	83.6	40.4	1.3	41.7	125.3
1975	77.0	13.4	90.4	25.6	1.5	27.1	117.5

1/ California, Louisiana, and Texas.

2/ Principally Dominican Republic.

Table 76.--Peppers, green, winter and spring: Seasonal average retail price, United States and selected cities, 1964-75 1/

Season	United States 2/	Chicago 3/	New York City 3/
	:	:	:
	:	:	:
	<u>Cents per pound</u>		
1964	39.0	41.9	34.2
1965	38.5	38.7	33.0
1966	41.1	43.9	36.2
1967	39.9	38.7	35.3
1968	44.9	43.4	38.6
1969	43.7	44.4	39.6
1970	66.1	65.8	58.9
1971	63.1	64.0	58.1
1972	56.5	52.6	51.4
1973	60.4	56.4	56.6
1974	60.2	63.2	55.5
1975	65.2	63.4	58.3

1/ 6-month weighted average, January-June.

2/ BLS U.S. monthly prices weighted by 41 cities' monthly unloads.

3/ BLS city monthly prices weighted by city monthly unloads.

Table 77.--Peppers, green, winter and spring, Chicago: Prices and value per bushel and grower and packer returns as a percentage of retail value, by months and seasons, 1968-75 1/

Item	Jan	Feb.	Mar.	Apr.	May	June	Season average
Prices and value							
Retail value: 2/							
1968 .....	11.37	11.56	11.23	11.56	14.08	11.40	11.98
1969 .....	13.69	12.56	13.47	11.12	13.63	9.62	12.25
1970 .....	15.57	21.09	18.08	22.36	24.32	15.04	18.16
1971 .....	11.04	13.61	18.02	22.41	23.82	21.11	17.66
1972 .....	10.02	13.72	14.74	15.10	20.73	15.10	14.52
1973 .....	12.59	14.93	12.89	17.47	16.89	14.74	15.57
1974 .....	18.71	14.08	15.07	15.57	21.03	20.06	17.44
1975 .....	18.80	19.34	14.82	17.33	17.14	15.98	17.50
Wholesale price: 3/							
1968 .....	6.50	5.25	8.00	9.50	10.75	6.25	7.68
1969 .....	6.00	6.25	6.00	4.75	8.85	6.00	6.41
1970 .....	10.00	16.00	9.00	21.50	20.00	7.25	12.77
1971 .....	4.25	10.00	14.00	19.00	16.25	15.00	12.13
1972 .....	5.50	7.50	6.75	11.00	18.00	8.25	9.33
1973 .....	12.50	6.25	6.75	15.00	8.00	9.50	9.84
1974 .....	8.25	6.25	5.25	8.50	15.00	7.75	9.03
1975 .....	9.50	10.00	7.50	7.75	9.75	8.25	8.77
Shipping point price (f.o.b.): 4/							
1968 .....	4.25	4.38	6.30	7.35	6.85	4.32	5.49
1969 .....	4.50	5.75	5.25	3.25	7.00	4.18	4.96
1970 .....	7.25	13.50	8.50	5/16.40	5/17.80	5.31	10.03
1971 .....	2.54	6.08	5/10.10	5/17.67	14.00	13.00	9.78
1972 .....	2.25	4.50	5.50	6.10	16.00	6.09	6.50
1973 .....	6.54	5/ 5.75	6.50	10.00	7.32	5.69	7.22
1974 .....	6.42	3.31	4.40	5.69	12.77	6.12	6.90
1975 .....	5.75	8.25	6.00	4.75	7.82	6.44	6.25
Grower and packer share of retail value							
1968 .....	37	38	56	63	48	38	46
1969 .....	33	46	39	29	51	44	40
1970 .....	46	64	47	73	73	35	55
1971 .....	23	45	56	79	59	62	56
1972 .....	23	33	37	40	77	40	45
1973 .....	52	39	50	57	43	39	46
1974 .....	34	23	29	37	61	31	40
1975 .....	31	43	41	28	46	40	36

1/ 30 pounds net weight per bushel.

2/ Returns to retailer for salable peppers (8-percent allowance for loss incurred during marketing).

3/ Origins same as shipping point.

4/ Florida, except as indicated.

5/ Mexico.

Table 78.--Peppers, green, winter and spring, New York City: Prices and value per bushel and grower and packer returns as a percentage of retail value, by months and seasons, 1968-75 <sup>1/</sup>

Item	Jan.	Feb.	Mar.	Apr.	May	June	Season average
<u>Dollars</u>							
<u>Prices and value</u>							
Retail value: <sup>2/</sup>							
1968 .....	9.80	9.88	10.52	10.54	12.64	10.79	10.65
1969 .....	9.91	11.84	11.67	9.55	11.54	11.04	10.93
1970 .....	14.77	18.30	17.14	18.77	21.45	14.24	16.26
1971 .....	13.25	13.25	16.64	20.48	19.24	19.46	16.04
1972 .....	10.35	13.03	15.10	14.85	19.62	14.43	14.19
1973 .....	13.77	15.32	14.46	17.75	16.86	14.32	15.62
1974 .....	17.55	12.86	14.38	13.97	16.84	15.98	15.32
1975 .....	16.53	17.85	17.25	16.28	14.57	14.02	16.09
<u>Wholesale price: <sup>3/</sup></u>							
1968 .....	6.25	4.50	8.50	9.00	8.50	4.75	6.89
1969 .....	5.25	6.25	5.75	4.50	8.00	5.25	5.90
1970 .....	9.00	14.75	8.25	17.50	19.00	7.75	10.78
1971 .....	3.50	6.50	13.00	18.50	14.50	14.25	10.95
1972 .....	5.00	7.00	8.00	8.25	17.50	8.75	8.72
1973 .....	7.75	6.50	7.00	13.00	12.00	8.50	9.71
1974 .....	7.00	5.50	6.00	7.00	14.00	6.75	8.07
1975 .....	8.25	10.00	8.75	6.75	9.50	7.75	8.35
<u>Shipping point price (f.o.b.): <sup>4/</sup></u>							
1968 .....	4.25	4.38	6.30	7.35	6.85	4.32	5.52
1969 .....	4.50	5.75	5.25	3.25	7.00	4.18	5.02
1970 .....	7.25	13.50	5/ 6.81	5/16.40	5/17.80	5.31	9.04
1971 .....	2.54	6.08	5/10.10	5/17.67	14.00	13.00	9.75
1972 .....	2.25	4.50	5.50	6.10	16.00	6.09	6.33
1973 .....	6.54	5/ 5.75	6.50	10.00	7.32	5.69	7.12
1974 .....	6.42	3.31	4.40	5.69	12.77	6.12	6.81
1975 .....	5.75	8.25	6.00	4.75	7.82	6.44	6.33
<u>Grower and packer share of retail value</u>							
1968 .....	43	44	60	70	54	40	52
1969 .....	45	49	45	34	60	38	46
1970 .....	49	74	40	87	83	37	55
1971 .....	25	46	61	86	73	67	61
1972 .....	22	35	36	41	81	42	45
1973 .....	46	37	45	56	46	40	46
1974 .....	36	26	31	41	76	38	45
1975 .....	35	46	35	29	54	46	39

<sup>1/</sup> 30 pounds net weight per bushel.

<sup>2/</sup> Returns to retailer for salable peppers (8-percent allowance for loss incurred during marketing).

<sup>3/</sup> Origin same as shipping point.

<sup>4/</sup> Florida, except as indicated. <sup>5/</sup> Mexico.

Table 79.--Peppers, green, winter and spring, Chicago: Spreads per bushel and as a percentage of the retail value, by months and seasons, 1968-75 1/

Spreads		Jan.	Feb.	Mar.	Apr.	May	June	Season average
		:	:	:	:	:	:	:
		Dollars						
		:	:	:	:	:	:	:
Wholesale-retail:								
1968	.....	4.87	6.31	3.23	2.06	3.33	5.15	4.30
1969	.....	7.69	6.31	7.47	6.37	4.78	3.52	5.84
1970	.....	5.57	5.09	9.08	.86	4.32	7.79	5.39
1971	.....	6.79	3.61	4.02	3.41	7.57	6.11	5.53
1972	.....	4.52	6.22	7.99	4.10	2.73	6.85	5.19
1973	.....	.09	8.68	6.14	2.47	8.89	5.24	5.73
1974	.....	10.40	7.83	9.82	7.07	6.03	12.31	8.41
1975	.....	9.30	9.34	7.32	9.58	7.39	7.73	8.73
Shipping point-wholesale:								
1968	.....	2.25	.87	1.70	2.15	3.90	1.93	2.19
1969	.....	1.50	.50	.75	1.50	1.85	1.82	1.45
1970	.....	2.75	2.50	.50	5.10	2.20	1.94	2.74
1971	.....	1.71	3.92	3.90	1.33	2.25	2.00	2.35
1972	.....	3.25	3.00	1.25	4.90	2.00	2.16	2.83
1973	.....	5.96	.50	.25	5.00	.68	3.81	2.62
1974	.....	1.83	2.94	.85	2.81	2.23	1.63	2.13
1975	.....	3.75	1.75	1.50	3.00	1.93	1.81	2.52
Wholesale-retail as a percentage of retail value:								
1968	.....	43	54	29	18	24	45	36
1969	.....	56	50	55	57	35	37	48
1970	.....	36	24	50	4	18	52	30
1971	.....	62	26	22	15	32	29	31
1972	.....	45	45	54	27	13	46	36
1973	.....	1	58	48	14	53	35	37
1974	.....	56	56	65	45	29	61	48
1975	.....	49	48	49	55	43	49	50
Shipping point-wholesale as a percentage of retail value:								
1968	.....	20	8	15	19	28	17	18
1969	.....	11	4	6	14	14	19	12
1970	.....	18	12	3	23	9	13	15
1971	.....	15	29	22	6	9	9	13
1972	.....	32	22	9	33	10	14	19
1973	.....	47	3	2	29	4	26	17
1974	.....	10	21	6	18	10	8	12
1975	.....	20	9	10	17	11	11	14

1/ 30 pounds net weight per bushel.

Table 80.--Peppers, green, winter and spring, New York City: Spreads per bushel and as a percentage of the retail value, by months and seasons, 1968-75 1/

Spreads	Jan.	Feb.	Mar.	Apr.	May	June	Season average
Dollars							
Wholesale-retail:							
1968	3.55	5.38	2.02	1.54	4.14	6.04	3.76
1969	4.66	5.59	5.92	5.05	3.54	5.79	5.03
1970	5.77	3.55	8.89	1.27	2.45	6.49	5.48
1971	6.44	6.75	3.64	1.98	4.76	5.21	5.09
1972	5.35	6.03	7.10	6.60	2.12	5.68	5.47
1973	6.27	8.82	7.46	4.75	4.86	5.82	5.91
1974	10.55	7.36	8.38	6.97	2.84	9.23	7.25
1975	8.28	7.83	8.50	9.53	5.07	6.27	7.74
Shipping point-wholesale:							
1968	2.00	.12	2.20	1.65	1.65	.43	1.37
1969	.75	.50	.50	1.25	1.00	1.07	.88
1970	1.75	1.25	1.44	1.10	1.20	2.44	1.74
1971	.96	.42	2.90	.83	.50	1.25	1.20
1972	2.75	2.50	2.50	2.15	1.50	2.66	2.39
1973	1.21	.75	.50	3.00	4.68	2.81	2.59
1974	.58	2.19	1.60	1.31	1.23	.63	1.26
1975	2.50	1.75	2.75	2.00	1.68	1.31	2.02
Wholesale-retail as a percentage of retail value:							
Percent							
1968	36	55	19	14	33	56	35
1969	47	47	51	53	31	52	46
1970	39	19	52	7	11	46	34
1971	65	51	22	10	25	27	32
1972	52	46	47	44	11	39	38
1973	45	58	51	27	29	41	38
1974	60	57	58	50	17	58	47
1975	50	44	49	59	35	45	48
Shipping point-wholesale as a percentage of retail value:							
1968	21	1	21	16	13	4	13
1969	8	4	4	13	9	10	8
1970	12	7	8	6	6	17	11
1971	10	3	17	4	2	6	7
1972	26	19	17	15	8	19	17
1973	9	5	4	17	28	19	16
1974	4	17	11	9	7	4	8
1975	15	10	16	12	11	9	13

1/ 30 pounds net weight per bushel.



## POTATOES

### Consumption

During the past decade, per capita consumption of fresh potatoes declined steadily, while consumption of processed potato products increased sharply. Fresh potato consumption was 56.8 pounds per person in 1975, 17.6 pounds under that of 10 years earlier.

### Long White Potatoes

### Production

The spring potato crop, coming from eight States, makes up about 7 percent of the annual crop. California is the primary producer, accounting for slightly over one-half of each year's crop. The bulk of the State's spring potatoes are the long white type.

Both California and U.S. production of spring potatoes trended downward between 1968 and 1975 (table 81). California's crop was 10.5 million cwt. in 1975, 26 percent less than in 1968. The U.S. crop declined 22 percent in the same period, to 20 million cwt. in 1975.

### Prices and Value

California long white potatoes were priced at California shipping point and at wholesale and retail in Chicago and Los Angeles. A May-August season was used as most representative of the marketing season for these California potatoes. In Los Angeles, 61 percent of the reported May-August 1975 potato unloads were from California. In the same period, 29 percent of the Chicago potato unloads were California grown. Together, these markets received nearly one-third of the total California potato unloads reported in the 41 cities.

Because U.S. retail prices were not available for long white potatoes, a seasonal average price was calculated for Chicago and Los Angeles. The two-city price was 19.7 cents a pound in 1975, more than double that of 1963 (table 82). Most of the price increase occurred after 1971. Increases were similar in both cities during the period, with prices in Chicago higher than in Los Angeles in each season.

The retail value, wholesale price, and shipping point price of 100 pounds of California long white potatoes increased sharply in Chicago and Los Angeles between 1968 and 1975, with most of the increase in the last three seasons (tables 83 and 84). Both the wholesale price and retail value were higher in Chicago than in Los Angeles in each season.

### Spreads and Grower and Packer Returns

The wholesale-retail spread and the shipping point-wholesale spread for California long white potatoes trended upward in both markets during 1968-75. Both spreads were larger in Chicago than in Los Angeles in each season. Over the period, the wholesale-retail spread more than doubled in Los Angeles and rose about two-fifths in Chicago. Conversely, the shipping point-wholesale spread went up more in Chicago than in Los Angeles.

The retail value of 100 pounds of long white potatoes sold in Chicago and Los Angeles averaged \$18.88 in 1975, \$9 more than in 1968. The two-city average wholesale-retail spread increased from \$5.13 to \$9.60; the shipping point-wholesale spread rose from \$1.39 to \$2.25; and grower and packer returns doubled, hitting \$7.03 in 1975. However, grower and packer returns were even larger in 1973 and 1974.

A trend analysis indicated that during 1968-75 the retail value of long white potatoes sold in Chicago and Los Angeles increased an average of \$1.51 per 100 pounds per season. During this period, the wholesale-retail spread increased 70 cents; the shipping point-wholesale spread, 6 cents; and grower and packer returns, 75 cents.

The two-city average market shares fluctuated from season to season; but did not establish any significant trend. For the eight seasons, the wholesale-retail spread averaged 52 percent of the retail value; the shipping point-wholesale spread, 12 percent; and grower and packer returns, 36 percent.

Table 81.--Potatoes: Spring production, California and United States, 1968-75

Year	California	United States
	<u>1,000 cwt.</u>	
1968	14,089	25,647
1969	14,555	27,133
1970	14,516	25,907
1971	13,394	23,658
1972	11,076	21,011
1973	11,278	21,213
1974	13,668	25,032
1975	10,488	19,994

Table 82.--Potatoes, long white: Seasonal average retail prices, 2-city average and selected cities, 1963-75 1/

Season	2 cities <u>2/</u>	Chicago <u>3/</u>	Los Angeles <u>3/</u>
	<u>Cents per pound</u>		
1963	8.2	*9.3	7.5
1964	9.9	*11.4	9.1
1965	12.9	14.8	11.5
1966	8.3	*9.8	7.3
1967	9.4	12.5	7.3
1968	10.3	13.1	9.3
1969	10.2	*12.9	9.3
1970	10.9	13.3	10.0
1971	N/A	N/A	8.5
1972	11.6	*13.2	*10.9
1973	17.7	*21.9	16.4
1974	N/A	N/A	18.9
1975	19.7	*21.2	*19.2

1/ 4-month weighted average, May-August. 2/ Seasonal average prices in Chicago and Los Angeles weighted by total season unloads. 3/ BLS city monthly prices weighted by city monthly unloads. \*3-month average.  
N/A = Not available.



Table 84.--Potatoes, long white, Los Angeles: Prices, values, and spreads per 100 pounds and spreads and grower and packer returns as a percentage of retail value, by months and seasons, 1968-75 1/

Item	May	June	July	Aug.	Season average	Item	May	June	July	Aug.	Season average
<u>Dollars</u>											
Prices and value						Spreads					
Retail value: 2/						Wholesale-retail:					
1968 .....	8.64	8.83	9.41	8.93	8.93	1968 .....	3.89	4.33	4.66	5.43	4.55
1969 .....	10.18	8.64	8.64	8.64	8.93	1969 .....	5.68	4.89	5.39	5.14	5.24
1970 .....	9.02	8.64	9.70	11.14	9.60	1970 .....	4.52	5.39	4.05	6.14	4.97
1971 .....	10.18	8.06	7.49	7.58	8.16	1971 .....	4.18	4.41	4.49	3.33	4.17
1972 .....	N/A	8.93	10.66	11.90	*10.46	1972 .....	N/A	5.18	5.78	5.90	*5.62
1973 .....	14.59	15.26	16.80	17.28	15.74	1973 .....	7.46	6.01	8.30	8.28	7.26
1974 .....	23.62	18.91	15.55	16.32	18.14	1974 .....	10.12	9.41	8.80	10.87	9.70
1975 .....	18.43	14.78	18.62	21.40	*18.43	1975 .....	7.19	7.53	9.62	11.40	*9.61
Wholesale price: 3/						Shipping point-wholesale:					
1968 .....	4.75	4.50	4.75	3.50	4.38	1968 .....	.95	.88	1.40	.96	1.06
1969 .....	4.50	3.75	3.25	3.50	3.69	1969 .....	.50	.63	.63	.68	.62
1970 .....	4.50	3.25	5.65	5.00	4.63	1970 .....	.88	.30	1.63	.75	.91
1971 .....	6.00	3.65	3.00	4.25	3.99	1971 .....	3.16	.46	1.20	2.25	1.60
1972 .....	N/A	3.75	4.88	6.00	*4.84	1972 .....	N/A	.87	1.56	1.00	*1.15
1973 .....	7.13	9.25	8.50	9.00	8.48	1973 .....	.63	1.75	.50	.05	.76
1974 .....	13.50	9.50	6.75	5.50	8.44	1974 .....	1.50	.44	.70	.75	.79
1975 .....	11.24	7.25	9.00	10.00	*8.82	1975 .....	N/A	1.91	1.40	1.75	*1.71
Shipping point price (f.o.b.): 4/						Wholesale-retail as percentage of retail value:			Percent		
1968 .....	3.80	3.62	3.35	2.54	3.32	1968 .....	45	49	49	61	51
1969 .....	4.00	3.12	2.62	2.82	3.07	1969 .....	56	57	63	59	59
1970 .....	3.62	2.95	4.02	4.25	3.72	1970 .....	50	62	42	55	52
1971 .....	2.84	3.19	1.80	2.00	2.39	1971 .....	41	55	60	44	51
1972 .....	N/A	2.88	3.32	5.00	*3.69	1972 .....	N/A	58	54	50	*54
1973 .....	6.50	7.50	8.00	8.95	7.72	1973 .....	51	39	49	48	46
1974 .....	12.00	9.06	6.05	4.75	7.65	1974 .....	43	50	57	67	54
1975 .....	N/A	5.34	7.60	8.25	*7.11	1975 .....	39	51	52	53	*52
Grower and packer share of retail value						Shipping point-whole- sale as percentage of retail value:					
1968 .....	44	41	36	28	37	1968 .....	11	10	15	11	12
1969 .....	39	36	30	33	34	1969 .....	5	7	7	8	7
1970 .....	40	34	41	38	39	1970 .....	10	4	17	7	9
1971 .....	28	39	24	26	29	1971 .....	31	6	16	30	20
1972 .....	N/A	32	31	42	*35	1972 .....	N/A	10	15	8	*11
1973 .....	45	49	48	52	49	1973 .....	4	12	3	5	5
1974 .....	51	48	39	29	42	1974 .....	6	2	4	4	4
1975 .....	N/A	36	41	39	*39	1975 .....	N/A	13	7	8	*9

1/ U.S. No. 1. 2/ Return to retailer for salable potatoes (4-percent allowance for loss incurred during marketing).  
3/ Origin same as shipping point 4/ California. 5/ Less than 0.5% percent. \*3-month average. N/A = Not available.

## Round Red Potatoes

### Production

The fall potato crop is by far the largest, usually comprising more than 80 percent of annual production. This crop is grown throughout the East, Midwest, and West. In the Midwest, which produces 20-22 percent of the U.S. fall crop, North Dakota leads with nearly one-third of the region's production, and Minnesota follows with nearly one-fourth (table 85). The two States together produce more than one-half of the Midwest's fall potato crop.

The Red River Valley, the major producing area of North Dakota and Minnesota, grows a sizable quantity of round red potatoes. Round red potatoes made up about 30 percent of the Red River Valley's crop in 1974 and 1975.

The harvest season for fall potatoes usually extends from mid-August into November, but since much of the crop is stored, marketing extends well into the following spring. In this report, a September-April marketing season is used.

### Prices and Values

Round red potatoes were priced at shipping point in the Red River Valley of Minnesota-North Dakota and at wholesale and retail in Chicago and Detroit. Seasonal average retail prices of round red potatoes in Chicago, Detroit, and the two-city average for 1962/63-1974/75 are shown in table 86. The two-city average was 15.2 cents per pound in 1974/75, 8.7 cents higher than 12 seasons earlier. More than half of the increase occurred during the last three seasons.

The wholesale price and retail value of 100 pounds of round red potatoes trended upward in both Chicago and Detroit during 1967/68-1975/76 (tables 87 and 88). Shipping point prices of Red River Valley potatoes were available only after October 1972.

The two-city seasonal average retail value of 100 pounds of round red potatoes was \$16.72 in 1973/74, more than double the value in 1967/68. In 1974/75, the retail value dropped \$2.14 to \$14.58, and the shipping point price went down \$2.87 to \$3.30.

### Spreads and Grower and Packer Returns

The wholesale-retail spread for 100 pounds of round red potatoes increased in both Chicago and Detroit during 1967/68-1974/75 (tables 89 and 90). The shipping point-wholesale spread, available only after October 1972, increased in the last three seasons in both cities. The two-city seasonal average wholesale-retail spread went from \$4.93 in 1967/68 to \$9.14 in 1974/75. The two-city shipping point-wholesale spread averaged \$1.55 in 1972/73 and \$2.14 in 1974/75.

The two-city seasonal average wholesale-retail spread's share of the retail value ranged between 58 and 68 percent during 1967/68-1971/72. The spread averaged 55 and 51 percent in 1972/73 and 1973/74 and rose to 63 percent in 1974/75. The shipping point-wholesale spread's share was 12-15 percent during 1972/73-1974/75. The grower and packer share of the retail value was 33 and 37 percent in 1972/73 and 1973/74, and dropped to only 22 percent in 1974/75.



Table 85.--Potatoes: Fall production, selected midwestern States and United States, 1967-75

[illegible]

1/ Includes Indiana, Michigan, Minnesota, Nebraska, North Dakota, Ohio, South Dakota, and Wisconsin. 2/ Includes Wisconsin late summer production. ~~Fall~~ classification changed to include late summer production in 1972. 3/ Includes New York, Washington, and Wisconsin in late summer production.

Table 86.--Potatoes, round red: Seasonal average retail prices, 2-city average and selected cities, 1962/63-1974/75 1/

Season	2-cities <u>2/</u>	Chicago <u>3/</u>	Detroit <u>3/</u>
	<u>Cents per pound</u>		
1962/63	4/6.5	6.5	N/A
1963/64	6.8	6.8	7.3
1964/65	10.0	10.0	10.2
1965/66	8.0	7.9	9.0
1966/67	8.1	8.1	8.7
1967/68	8.2	8.2	8.8
1968/69	8.7	8.7	10.3
1969/70	9.9	9.9	N/A
1970/71	10.3	10.3	10.6
1971/72	10.3	10.4	9.9
1972/73	13.4	13.6	11.8
1973/74	17.4	17.5	16.5
1974/75	15.2	15.2	14.7

1/ 8-month weighted average, September-April. 2/ Average seasonal prices in Chicago and Detroit weighted by total season unloads. 3/ BLS city monthly prices weighted by city monthly unloads. 4/ Chicago only. N/A = Not available.

Table 87.--Potatoes, round red, Chicago: Prices and value per 100 pounds and grower and packer returns as a percentage of retail value, by months and seasons, 1967/68-1974/75 1/

Item	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	Apr.	Season : average
Dollars									
Prices and value									
Retail value: 2/									
1967/68 .....	N/A	8.06	7.49	8.16	8.16	7.87	7.58	7.78	**7.78
1968/69 .....	8.35	7.58	7.49	8.06	8.35	7.97	9.12	9.31	8.35
1969/70 .....	9.89	9.22	9.60	8.93	9.22	9.89	9.50	9.98	9.50
1970/71 .....	10.08	9.79	9.79	9.89	9.89	9.60	9.89	10.08	9.89
1971/72 .....	10.66	10.18	9.41	10.18	10.18	10.18	10.08	9.41	9.98
1972/73 .....	12.38	12.00	12.38	12.67	12.10	13.92	13.25	13.92	*13.06
1973/74 .....	11.52	14.88	14.98	15.36	13.92	19.39	21.22	22.94	16.80
1974/75 .....	16.03	15.07	15.74	15.07	14.21	14.30	13.44	13.92	14.59
Wholesale price: 3/									
1967/68 .....	N/A	3.00	3.05	2.85	3.00	2.75	3.00	2.85	**2.93
1968/69 .....	3.10	3.05	3.10	2.85	3.20	3.75	3.15	3.25	3.19
1969/70 .....	3.40	3.85	4.10	3.65	3.85	4.35	4.10	4.35	3.98
1970/71 .....	3.75	3.50	3.60	3.60	3.60	3.75	3.45	3.50	3.58
1971/72 .....	3.00	2.85	2.90	3.25	3.20	3.20	3.10	3.10	3.10
1972/73 .....	4.50	4.25	4.85	4.75	5.15	6.40	6.25	6.35	*5.64
1973/74 .....	5.50	5.50	6.65	6.50	7.00	9.40	12.50	11.12	8.05
1974/75 .....	5.50	5.50	6.62	5.50	5.15	5.25	5.15	4.40	5.40
Shipping point price (f.o.b.): 4/									
1967/68 .....	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
1968/69 .....	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
1969/70 .....	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
1970/71 .....	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
1971/72 .....	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
1972/73 .....	N/A	N/A	3.40	3.32	4.00	4.91	4.60	4.88	*4.19
1973/74 .....	3.98	4.21	4.88	5.08	5.05	7.50	9.32	9.12	6.15
1974/75 .....	3.85	4.26	4.31	3.39	3.00	3.18	2.78	2.31	3.30
Percent									
Grower and packer share of retail value									
1967/68 .....	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
1968/69 .....	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
1969/70 .....	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
1970/71 .....	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
1971/72 .....	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
1972/73 .....	N/A	N/A	27	26	33	35	35	35	*32
1973/74 .....	35	28	32	33	36	39	44	40	37
1974/75 .....	24	28	27	22	21	22	21	17	23

1/ U.S. No. 1. 2/ Returns to retailer for salable potatoes (4-percent allowance for loss incurred during marketing). 3/ Origin same as shipping point. 4/ Red River Valley. \* 6-month average. \*\* 7-month average. N/A = Not available.

Table 88.--Potatoes, round red, Detroit: Prices and value per 100 pounds and grower and packer returns as a percentage of retail value, by months and seasons, 1967/68-1974/75 1/

Item	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	Apr.	Season : average
Dollars									
<b>Prices and value</b>									
Retail value: 2/									
1967/68	9.79	8.35	7.78	7.78	8.35	10.08	8.35	N/A	***8.45
1968/69	9.50	N/A	8.83	9.89	9.89	10.66	9.89	N/A	***9.89
1969/70	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
1970/71	N/A	11.62	11.81	9.50	N/A	9.22	9.79	10.66	*10.18
1971/72	10.56	9.70	9.98	9.50	9.12	8.74	9.60	9.98	9.50
1972/73	10.56	11.62	10.27	11.23	10.94	11.23	12.96	12.86	**11.33
1973/74	16.03	13.15	13.63	14.30	14.78	17.38	19.01	19.20	***15.84
1974/75	N/A	14.30	14.88	15.55	N/A	13.06	13.15	N/A	*14.11
<b>Wholesale price: 3/</b>									
1967/68	5.40	4.30	3.90	3.90	3.90	3.80	4.00	N/A	3.99
1968/69	4.00	N/A	3.90	4.30	4.10	4.40	4.40	N/A	***4.22
1969/70	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
1970/71	N/A	4.50	4.80	N/A	N/A	4.70	4.80	4.00	*4.59
1971/72	4.50	4.00	4.20	4.30	4.20	4.40	4.30	4.30	4.27
1972/73	6.00	5.50	5.70	5.80	5.80	7.20	7.30	7.50	***6.45
1973/74	7.50	7.00	7.50	8.00	8.00	11.00	12.50	N/A	***9.37
1974/75	7.60	7.50	7.50	7.50	7.00	7.00	6.50	6.30	*7.11
<b>Shipping point price (f.o.b.): 4/</b>									
1967/68	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
1968/69	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
1969/70	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
1970/71	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
1971/72	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
1972/73	N/A	N/A	3.40	3.32	4.00	4.91	4.60	4.88	**4.19
1973/74	3.98	4.21	4.88	5.08	5.05	7.50	9.32	9.12	***6.34
1974/75	3.85	4.26	4.31	3.39	3.00	3.18	2.78	2.31	*3.41
<b>Grower and packer share of retail value</b>									
Percent									
1967/68	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
1968/69	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
1969/70	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
1970/71	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
1971/72	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
1972/73	N/A	N/A	33	30	37	44	35	38	**37
1973/74	25	32	36	36	34	43	49	48	***40
1974/75	N/A	30	29	22	N/A	24	21	N/A	24

1/ U.S. No. 1. 2/ Returns to retailer for salable potatoes (4-percent allowance for loss incurred during marketing). 3/ Origin same as shipping point. 4/ Red River Valley. \* 5-month average. \*\* 6-month average. \*\*\* 7-month average. N/A = Not available.

Table 89.--Potatoes, round red, Chicago: Spreads per 100 pounds and as a percentage of the retail value, by months and seasons, 1967/68-1974/75 1/

Spreads	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	Apr.	Season average
<u>Dollars</u>									
<b>Wholesale-retail:</b>									
1967/68 .....	N/A	5.06	4.44	5.31	5.16	5.12	4.58	4.93	**4.94
1968/69 .....	5.25	4.53	4.39	5.21	5.15	4.22	5.97	6.06	5.16
1969/70 .....	6.49	5.37	5.50	5.28	5.37	5.54	5.40	5.63	5.52
1970/71 .....	6.33	6.29	6.19	6.29	6.29	5.85	6.44	6.58	6.31
1971/72 .....	7.66	7.33	6.51	6.93	6.98	6.98	6.98	6.31	6.88
1972/73 .....	7.88	7.75	7.53	7.92	6.95	7.52	7.00	7.57	*7.42
1973/74 .....	6.02	9.38	8.33	8.86	6.92	9.99	8.72	11.82	8.75
1974/75 .....	10.53	9.57	9.12	9.57	9.06	9.05	8.29	9.52	9.19
<b>Shipping point-wholesale:</b>									
1967/68 .....	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
1968/69 .....	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
1969/70 .....	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
1970/71 .....	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
1971/72 .....	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
1972/73 .....	N/A	N/A	1.45	1.43	1.15	1.49	1.65	1.47	*1.45
1973/74 .....	1.52	1.29	1.77	1.42	1.95	1.90	3.18	2.00	1.90
1974/75 .....	1.65	1.24	2.31	2.11	2.15	2.07	2.37	2.09	2.10
<b>Wholesale-retail as a percentage of retail value:</b>									
1967/68 .....	N/A	63	59	65	63	65	60	63	**63
1968/69 .....	63	58	59	65	62	53	65	62	62
1969/70 .....	66	60	57	59	58	56	57	56	58
1970/71 .....	63	64	63	64	64	61	65	65	64
1971/72 .....	72	72	69	68	69	69	69	67	69
1972/73 .....	64	65	61	63	57	54	53	54	*57
1973/74 .....	52	63	56	58	50	51	41	51	52
1974/75 .....	66	64	58	64	64	63	62	68	63
<b>Shipping point-wholesale as a percentage of retail value:</b>									
1967/68 .....	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
1968/69 .....	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
1969/70 .....	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
1970/71 .....	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
1971/72 .....	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
1972/73 .....	N/A	N/A	12	11	10	11	12	11	*11
1973/74 .....	13	9	12	9	14	10	15	9	11
1974/75 .....	10	8	15	14	15	15	17	15	14

1/ U.S. No. 1. \* 6-month average. \*\* 7-month average. N/A = Not available.

Table 90.--Potatoes, round red, Detroit: Spreads per 100 pounds and as a percentage of the retail value, by months and seasons,  
1967/68-1974/75 1/

Spreads	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	Apr.	Season : average
<u>Dollars</u>									
<b>Wholesale-retail:</b>									
1967/68 .....	4.39	4.05	3.88	3.88	4.45	6.28	4.35	N/A	***4.46
1968/69 .....	5.50	N/A	4.93	5.59	5.79	6.26	5.49	N/A	**5.67
1969/70 .....	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
1970/71 .....	N/A	7.12	7.01	N/A	N/A	4.52	4.99	6.66	*5.59
1971/72 .....	6.06	5.70	5.78	5.20	4.92	4.34	5.30	5.68	5.23
1972/73 .....	4.56	6.12	4.57	5.43	5.14	4.03	5.66	5.36	**4.88
1973/74 .....	8.53	6.15	6.13	6.30	6.78	6.38	6.51	N/A	***6.47
1974/75 .....	N/A	6.80	7.38	8.05	N/A	6.06	6.65	N/A	*7.00
<b>Shipping point-wholesale:</b>									
1967/68 .....	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
1968/69 .....	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
1969/70 .....	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
1970/71 .....	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
1971/72 .....	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
1972/73 .....	N/A	N/A	2.30	2.48	1.80	2.29	2.70	2.62	**2.26
1973/74 .....	3.52	2.79	2.62	2.92	2.95	3.50	3.18	N/A	***3.03
1974/75 .....	3.75	3.24	3.19	4.11	4.00	3.82	3.72	3.99	*3.70
<b>Wholesale-retail as a percentage of retail value:</b>									
1967/68 .....	45	48	50	50	53	62	52	N/A	***53
1968/69 .....	58	N/A	56	57	59	59	56	N/A	**57
1969/70 .....	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
1970/71 .....	N/A	61	59	N/A	N/A	49	51	62	*55
1971/72 .....	57	59	58	55	54	50	55	57	55
1972/73 .....	43	53	45	48	47	36	44	42	**43
1973/74 .....	53	47	45	44	46	37	34	N/A	***41
1974/75 .....	N/A	47	50	52	N/A	46	51	N/A	*50
<b>Shipping point-wholesale as a percentage of retail value:</b>									
1967/68 .....	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
1968/69 .....	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
1969/70 .....	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
1970/71 .....	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
1971/72 .....	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
1972/73 .....	N/A	N/A	22	22	16	20	21	20	**20
1973/74 .....	22	21	19	20	20	20	17	N/A	***19
1974/75 .....	N/A	23	21	26	N/A	29	28	N/A	*24

1/ U.S. No. 1. \* 5-month average. \*\* 6-month average. \*\*\* 7-month average. N/A = Not available.



## Round White Potatoes

### Production

About one-fifth of the U.S. fall potato crop is grown in the East. Maine is the leading eastern producer, accounting for more than one-half of the region's crop. New York State is next, with about one-fourth of the East's production. Together, the two States produce 80-85 percent of the eastern crop, which is mainly round white potatoes.

Production of fall potatoes in the East declined about 30 percent from 1967 to 1975 (table 91), while the U.S. crop went up about 13 percent. Most of the decline in the East occurred in New York, with only a slight drop in Maine. In New York, the 1975 crop was only about two-thirds of the 1967 one.

### Prices and Values

Round white potatoes were priced at Maine and New York shipping points and at wholesale and retail in Atlanta, Boston, and New York City. A September-April season was used.

Seasonal average retail prices of round white potatoes in Atlanta, Boston, New York City, and a three-city average for 1962/63-1974/75 are shown in table 92. Retail prices tended upward in each city during the period, creating a three-city average of 13.3 cents a pound in 1974/75, more than double the 1962/63 average. The retail price reached a record 17.2 cents a pound in 1973/74 when the eastern fall potato crop fell below 50 million cwt. However, the eastern crop increased the following season, and prices fell in each city.

Retail prices in the three cities were generally close. Except for three seasons, the seasonal average retail price difference among the cities was less than 1 cent per pound each season. The price difference did not exceed 0.5 cent a pound in eight of the 13 seasons. Retail prices in Boston and New York City were extremely close--the difference did not exceed 0.4 cent per pound in any season.

The retail value and wholesale price of 100 pounds of round white potatoes trended upward in each of the markets during 1967/68-1974/75 (tables 93, 94, and 95). Wholesale prices in the three cities were even closer than were retail values. Except for 1973/74, when wholesale prices were extremely high, seasonal average wholesale price differences among the three cities were less than 75 cents per 100 pounds each season, and less than 50 cents in five of the eight seasons.

### Spreads and Grower and Packer Returns

The wholesale-retail spread and the shipping point-wholesale spread trended upward in each market during 1967/68-1974/75 (tables 96, 97, and 98). Both spreads increased more in Atlanta than in other markets.

Price spread data for Atlanta, Boston, and New York City show that the three-city seasonal average retail value of 100 pounds of round white potatoes reached a record high of \$16.53 in 1973/74, \$9.62 more than in 1967/68. The retail value dropped \$3.75 in 1974/75, but then continued the upward trend of earlier seasons. The three-city wholesale-retail spread went up steadily from \$4.53 per 100 pounds in 1967/68 to \$8.12 in 1974/75 and the shipping point-wholesale spread doubled, reaching \$1.37. Grower and packer returns more than tripled during 1967/68-1973/74, hitting a high of \$7.35



in 1973/74. Grower and packer returns declined \$4.06 in 1974/75, but were still 85 percent more than seven seasons earlier.

As a percentage of the retail value, the three-city average wholesale-retail spread was relatively stable, ranging from 60 to 66 percent in six of eight seasons. In 1972/73 and 1973/74, the spread dropped to 50 and 47 percent, respectively. The shipping point-wholesale spread was even more stable, ranging from 8 to 10 percent in the period. The grower and packer share of the retail value ranged from 24-31 percent in six of the seasons. However, extremely high shipping point prices in 1972/73 and 1973/74 resulted in growers and packers receiving 40 and 44 percent those seasons.

A simple trend analysis indicates that the retail value of round white potatoes sold in the three cities increased an average of \$1.11 per 100 pounds per season during 1967/68-1974/75. In this period, the wholesale-retail spread went up 49 cents; the shipping point-wholesale spread, 13 cents; and grower and packer returns, 49 cents.

The market shares fluctuated, particularly in 1972/73 and 1973/74, but did not establish any significant trend. For the eight seasons, the wholesale-retail spread averaged 60 percent of the retail value; the shipping point-wholesale spread, 9 percent; and grower and packer returns, 31 percent.

Table 91.--Potatoes: Fall production, selected eastern States and United States, 1967-75

Year	Maine	New York	Eastern States <u>1/</u>	United States
<u>1,000 cwt.</u>				
1967	37,604	<u>2/</u> 17,764	<u>2/</u> 68,596	<u>3/</u> 243,849
1968	36,425	<u>2/</u> 17,331	<u>2/</u> 65,271	<u>3/</u> 234,832
1969	35,100	<u>2/</u> 17,027	<u>2/</u> 63,226	<u>3/</u> 252,561
1970	35,700	<u>2/</u> 16,977	<u>2/</u> 64,575	<u>3/</u> 267,827
1971	37,700	<u>2/</u> 15,180	<u>2/</u> 64,229	<u>3/</u> 266,686
1972	33,280	10,558	51,431	248,841
1973	28,770	12,045	49,327	253,866
1974	36,400	13,718	60,274	288,674
1975	26,840	12,178	48,394	276,055

1/ Includes Connecticut, Maine, Massachusetts, New Hampshire, New York, Pennsylvania, Rhode Island and Vermont. 2/ Includes New York late summer production. Fall classification changed to include late summer production in 1972. 3/ Includes New York, Wisconsin, and Washington late summer production.

Table 92.--Potatoes, round white: Seasonal average retail prices, 3-city average and selected cities, 1962/63-1974/75 1/

Season	3-cities <u>2/</u>	Atlanta <u>3/</u>	Boston <u>3/</u>	New York City <u>3/</u>
<u>Cents per pound</u>				
1962/63	<u>4/</u> 6.0	6.5	N/A	5.8
1963/64	6.3	6.7	6.2	6.2
1964/65	9.0	9.4	8.9	9.1
1965/66	7.2	7.2	7.2	7.1
1966/67	7.9	7.8	7.6	8.0
1967/68	7.2	7.1	7.0	7.4
1968/69	8.0	7.8	7.9	8.1
1969/70	8.8	8.7	9.0	8.7
1970/71	9.6	11.6	9.5	9.2
1971/72	9.7	10.8	9.5	9.5
1972/73	11.5	11.5	11.6	11.5
1973/74	17.2	16.4	17.3	17.3
1974/75	13.3	14.7	N/A	12.6

1/ 8-month weighted average, September-April. 2/ Average seasonal prices for Atlanta, Boston, and New York City weighted by total season unloads. 3/ BLS city monthly prices weighted by city monthly unloads. 4/ Does not include Boston. N/A = Not available.

Table 93.--Potatoes, round white, Atlanta: Prices and value per 100 pounds and grower and packer returns as a percentage of retail value, by months and seasons, 1967/68-1974/75 1/

Item	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	Apr.	Season : average
Dollars									
Prices and value									
Retail value:2/									
1967/68	7.10	7.10	7.01	7.20	7.20	5.95	6.34	6.82	6.82
1968/69	6.53	6.72	7.20	7.49	8.06	7.10	7.39	7.58	7.49
1969/70	7.87	7.58	8.06	8.16	11.81	8.74	9.02	9.41	8.35
1970/71	11.52	11.52	11.62	11.33	11.81	10.56	10.46	9.79	11.14
1971/72	11.33	10.56	9.31	9.79	10.46	10.85	10.27	10.08	10.37
1972/73	11.62	10.56	10.75	10.75	11.14	11.52	12.86	13.06	11.04
1973/74	14.59	15.46	15.65	16.32	16.13	17.76	19.58	19.58	15.74
1974/75	14.98	15.17	15.17	15.07	12.58	13.63	12.10	11.81	14.11
Wholesale price: 3/									
1967/68	3.40	2.70	2.90	2.90	2.84	2.60	2.56	2.36	2.81
1968/69	3.10	3.10	3.10	3.20	3.36	3.30	3.40	3.60	3.33
1969/70	3.30	2.70	3.10	3.40	4.10	4.40	4.60	4.60	3.79
1970/71	3.24	3.64	3.70	3.64	3.60	3.84	3.70	3.84	3.62
1971/72	3.50	3.40	3.20	3.20	3.30	3.30	3.20	3.20	3.29
1972/73	4.35	4.30	5.30	5.30	6.50	6.30	7.70	7.70	5.45
1973/74	6.30	6.50	7.60	7.50	9.50	10.25	12.75	12.50	7.41
1974/75	5.10	5.00	5.00	5.00	5.00	4.50	4.30	4.00	4.83
Shipping point price (f.o.b.): 4/									
1967/68	5/1.79	6/1.96	7/1.90	2.44	1.76	1.72	1.52	1.50	1.86
1968/69	8/2.14	7/2.30	6/2.12	6/2.42	2.50	2.40	2.50	2.86	2.46
1969/70	8/2.15	8/1.75	8/2.26	8/2.55	2.78	3.28	3.56	4.00	2.74
1970/71	2.56	2.56	7/2.89	2.80	2.84	2.96	2.80	2.84	2.74
1971/72	5/1.70	5/1.60	5/1.60	5/1.70	5/1.80	5/1.85	5/1.74	5/1.85	1.74
1972/73	8/3.35	5/2.75	9/3.92	9/3.26	9/5.02	9/4.56	6.58	7.50	3.91
1973/74	5/4.88	5/4.80	5/5.50	5/5.55	7.23	9.30	11.20	11.12	5.52
1974/75	5/2.58	5/3.06	3.64	3.56	3.46	3.22	5/2.25	5/2.02	2.89
Percent									
Grower and packer share of retail value									
1967/68	25	28	27	34	24	29	24	22	27
1968/69	33	34	29	32	31	34	34	38	33
1969/70	27	23	28	31	34	37	39	43	33
1970/71	22	22	25	25	24	28	27	29	25
1971/72	15	15	17	18	17	17	17	18	17
1972/73	29	26	36	30	45	40	51	57	35
1973/74	30	31	35	34	45	52	57	57	35
1974/75	17	20	24	24	28	24	19	17	20

1/ U.S. No. 1. 2/ Returns to retailer for salable potatoes (4-percent allowance for loss incurred during marketing). 3/ Origin same as shipping point. 4/ New York except as indicated. 5/ Wisconsin. 6/ Michigan. 7/ New Jersey. 8/ Delaware. 9/ Maine.

Table 94.--Potatoes, round white, Boston: Prices and value per 100 pounds and grower and packer returns as a percentage of retail value, by months and seasons, 1967/68-1974/75 1/

Item	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	Apr.	Season : average
<u>Dollars</u>									
<u>Prices and value</u>									
Retail value: 2/									
1967/68	7.68	7.20	6.82	6.72	6.82	6.24	6.43	6.43	6.72
1968/69	7.68	7.49	7.68	7.78	7.39	7.58	7.20	8.06	7.58
1969/70	9.31	7.97	8.54	8.64	8.35	8.64	8.83	8.64	8.64
1970/71	8.89	9.02	9.12	9.31	9.12	9.22	9.12	8.74	9.12
1971/72	8.45	8.35	9.31	9.02	9.02	9.12	9.02	10.18	9.12
1972/73	10.56	10.56	10.37	10.37	10.75	11.62	11.71	12.48	11.14
1973/74	14.21	14.69	14.78	13.92	14.40	16.90	19.30	20.16	16.61
1974/75	14.02	11.42	10.85	12.38	N/A	N/A	N/A	N/A	N/A
<u>Wholesale price: 3/</u>									
1967/68	3.00	2.70	3.10	2.26	1.90	1.76	1.86	1.86	2.09
1968/69	2.80	3.26	2.70	2.70	2.60	2.66	2.76	2.86	2.76
1969/70	3.16	2.90	2.86	2.86	3.26	3.46	4.00	3.60	3.33
1970/71	3.50	3.30	3.24	3.24	3.00	3.10	3.00	3.00	3.14
1971/72	3.30	3.36	3.10	2.90	2.90	2.84	2.90	2.84	3.00
1972/73	4.50	4.76	4.25	4.40	5.90	5.25	7.25	7.00	5.57
1973/74	6.00	6.25	6.50	6.40	7.40	9.50	11.00	11.50	8.67
1974/75	5.00	4.64	3.90	3.60	N/A	N/A	N/A	N/A	N/A
<u>Shipping point price (f.o.b.): 4/</u>									
1967/68	5/2.58	5/2.12	5/2.20	1.48	1.30	1.10	1.12	1.04	1.40
1968/69	5/2.35	5/2.56	2.06	1.96	1.88	1.84	1.92	1.96	2.00
1969/70	5/2.62	2.28	2.06	1.84	2.22	2.60	3.56	2.72	2.53
1970/71	5/2.56	5/2.56	2.50	2.00	1.90	2.00	1.94	2.00	2.12
1971/72	5/2.56	5/2.86	1.84	1.90	1.84	1.92	1.82	1.80	2.03
1972/73	5/3.56	5/3.80	3.26	3.26	4.48	4.00	5.84	6.02	4.40
1973/74	5/5.52	5/5.58	5.12	5.56	6.16	8.24	10.08	10.22	7.60
1974/75	5/3.80	3.06	5/3.64	5/3.56	N/A	N/A	N/A	N/A	N/A
<u>Grower and packer share of retail value</u>									
				Percent					
1967/68	34	29	32	22	19	18	17	16	21
1968/69	31	34	27	25	25	24	27	24	26
1969/70	28	29	24	21	27	30	40	32	30
1970/71	26	28	27	21	20	22	21	23	23
1971/72	30	34	20	21	20	21	20	18	22
1972/73	34	36	31	31	42	34	50	48	39
1973/74	39	38	35	40	43	49	52	51	46
1974/75	27	27	34	29	N/A	N/A	N/A	N/A	N/A

1/ U.S. No. 1. 2/ Returns to retailer for salable potatoes (4-percent allowance for loss incurred during marketing). 3/ Origin same as shipping point. 4/ Maine, except as indicated. 5/ New York. N/A = Not available.

Table 95.--Potatoes, round white, New York City: Prices and value per 100 pounds and grower and packer returns as a percentage of retail value, by months and seasons 1967/68-1974/75 1/

Item	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	Apr.	Season : average
Dollars									
<u>Prices and value</u>									
Retail value: 2/									
1967/68.....	7.97	7.39	6.91	6.91	6.62	6.82	6.72	6.82	7.10
1968/69.....	7.85	7.87	7.78	7.78	7.78	7.87	7.87	7.87	7.78
1969/70.....	8.35	8.54	8.74	8.16	8.45	8.93	9.02	9.22	8.35
1970/71.....	8.93	8.54	8.74	8.93	8.93	9.02	8.93	9.12	8.83
1971/72.....	9.31	9.02	9.41	8.93	9.02	9.02	9.02	9.02	9.12
1972/73.....	10.75	10.66	10.66	10.46	11.23	11.81	13.15	13.73	11.04
1973/74.....	13.73	12.96	14.18	14.40	14.50	20.06	19.68	20.16	16.61
1974/75.....	13.34	12.38	12.19	12.00	11.33	11.42	10.94	10.66	12.10
<u>Wholesale price: 3/</u>									
1967/68.....	3.00	2.50	2.74	2.50	2.40	2.35	2.10	1.90	2.56
1968/69.....	2.70	3.10	3.10	3.10	3.00	2.90	3.00	3.20	3.00
1969/70.....	3.10	2.90	3.10	3.20	3.60	3.90	4.30	4.40	3.36
1970/71.....	3.00	3.10	3.70	3.50	3.50	3.50	3.50	3.37	3.37
1971/72.....	3.40	3.56	3.50	3.50	3.40	3.44	3.40	3.50	3.46
1972/73.....	4.50	4.60	5.20	5.10	6.30	6.00	7.20	7.50	5.41
1973/74.....	6.40	6.40	7.30	7.40	8.00	10.00	11.70	12.30	9.16
1974/75.....	5.20	4.75	4.60	4.60	4.30	4.24	3.80	3.50	4.57
<u>Shipping point price (f.o.b.): 4/</u>									
1967/68.....	2.58	2.12	2.20	2.44	1.76	1.72	1.52	1.50	2.12
1968/69.....	2.35	2.56	2.60	2.58	2.50	2.40	2.50	2.86	2.52
1969/70.....	2.62	2.28	2.50	2.56	2.78	3.28	3.56	4.00	2.74
1970/71.....	2.56	2.56	3.02	2.80	2.84	2.96	2.80	2.84	2.77
1971/72.....	2.56	2.86	2.88	2.76	2.52	2.92	2.72	2.96	2.74
1972/73.....	3.56	3.80	4.78	4.48	5.20	5.10	6.58	7.50	4.65
1973/74.....	5.52	5.58	5/5.12	5/5.56	5/6.16	5/8.24	5/10.08	5/10.22	7.50
1974/75.....	3.80	3.06	3.64	3.56	3.46	3.22	3.16	2.86	3.50
<u>Grower and packer share of retail value</u>									
1967/68.....	33	29	32	35	26	25	22	22	30
1968/69.....	30	32	33	33	32	31	32	36	32
1969/70.....	31	29	32	31	33	37	40	44	33
1970/71.....	29	30	34	31	32	33	31	31	31
1971/72.....	28	32	31	31	28	32	30	33	30
1972/73.....	33	36	45	43	46	43	50	55	42
1973/74.....	40	43	36	39	42	41	51	51	45
1974/75.....	28	25	30	29	31	28	29	27	29

1/ U.S. No. 1. 2/ Returns to retailer for salable potatoes (4-percent allowance for loss incurred during marketing). 3/ Origin same as shipping point. 4/ New York, except as indicated. 5/ Maine.



Table 96.--Potatoes, round white, Atlanta: Spreads per 100 pounds and as a percentage of the retail value, by months and seasons, 1967/68-1974/75 1/

Spreads	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	Apr.	Season : average
<u>Dollars</u>									
<b>Wholesale-retail:</b>									
1967/68.....	3.70	4.40	4.11	4.30	4.36	3.35	3.78	4.46	4.01
1968/69.....	3.43	3.62	4.10	4.29	4.70	3.80	3.99	3.98	4.16
1969/70.....	4.57	4.88	4.96	4.76	4.06	4.34	4.42	4.81	4.56
1970/71.....	8.28	7.88	7.92	7.69	8.21	6.72	6.76	5.95	7.52
1971/72.....	7.83	7.16	6.11	6.59	7.16	7.55	7.07	6.88	7.08
1972/73.....	7.27	6.26	5.45	5.45	4.64	5.22	5.16	5.36	5.59
1973/74.....	8.29	8.96	8.05	8.82	6.63	7.51	6.83	7.08	8.33
1974/75.....	9.88	10.17	10.17	10.07	7.58	9.13	7.80	7.81	9.29
<b>Shipping point-wholesale:</b>									
1967/68.....	1.61	.74	1.00	.46	1.08	.88	1.04	.86	.95
1968/69.....	.96	.80	.98	.78	.86	.90	.90	.74	.87
1969/70.....	1.15	.95	.84	.85	1.32	1.12	1.04	.60	1.05
1970/71.....	.68	1.08	.81	.84	.76	.88	.90	1.00	.88
1971/72.....	1.80	1.80	1.60	1.50	1.50	1.45	1.46	1.35	1.55
1972/73.....	1.00	1.55	1.38	2.04	1.48	1.74	1.12	.20	1.54
1973/74.....	1.92	1.25	2.10	1.95	2.27	.95	1.55	1.38	1.89
1974/75.....	2.52	1.94	1.36	1.44	1.54	1.28	2.05	1.98	1.94
<b>Wholesale-retail as a percentage of retail value:</b>									
1967/68.....	52	62	59	60	61	56	60	65	59
1968/69.....	52	54	57	57	58	53	54	52	55
1969/70.....	58	64	62	58	50	50	49	51	54
1970/71.....	72	69	68	68	70	64	65	61	67
1971/72.....	69	68	66	67	69	70	69	68	68
1972/73.....	62	59	51	51	42	45	40	41	51
1973/74.....	57	58	51	54	41	42	35	36	53
1974/75.....	66	67	67	67	60	67	64	66	66
<b>Shipping point-wholesale as a percentage of retail value:</b>									
1967/68.....	23	10	14	6	15	15	16	13	14
1968/69.....	15	12	14	11	11	13	12	10	12
1969/70.....	15	13	10	11	16	13	12	6	13
1970/71.....	6	9	7	7	6	8	8	10	8
1971/72.....	16	17	17	15	14	13	14	14	15
1972/73.....	9	15	13	19	13	15	9	2	14
1973/74.....	13	8	13	11	14	6	8	7	12
1974/75.....	17	13	9	9	12	9	17	17	14

1/ U.S. No. 1.



Table 97.--Potatoes, round white, Boston: Spreads per 100 pounds and as a percentage of the retail value, by months and seasons, 1967/68-1974/75 1/

Spreads	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	Apr.	Season : average
<u>Dollars</u>									
Wholesale-retail:									
1967/68 .....	4.68	4.50	3.72	4.46	4.92	4.48	4.57	4.57	4.63
1968/69 .....	4.88	4.23	4.98	5.08	4.79	4.92	4.44	5.20	4.82
1969/70 .....	6.15	5.07	5.68	5.78	5.09	5.18	4.83	5.04	5.31
1970/71 .....	6.39	5.72	5.88	6.07	6.12	6.12	6.12	5.74	5.98
1971/72 .....	5.15	4.99	6.21	6.12	6.12	6.28	6.12	7.34	6.12
1972/73 .....	6.06	5.80	6.12	5.97	4.85	6.37	4.46	5.48	5.57
1973/74 .....	8.21	8.44	8.28	7.52	7.00	7.40	8.30	8.66	7.94
1974/75 .....	9.02	6.78	6.95	8.78	N/A	N/A	N/A	N/A	N/A
Shipping point-wholesale:									
1967/68 .....	.42	.58	.90	.78	.60	.66	.74	.82	.69
1968/69 .....	.45	.70	.64	.74	.72	.82	.84	.90	.76
1969/70 .....	.54	.62	.80	1.02	1.04	.86	.44	.88	.80
1970/71 .....	.94	.74	.74	1.24	1.10	1.10	1.06	1.00	1.02
1971/72 .....	.74	.50	1.26	1.00	1.06	.92	1.08	1.04	.97
1972/73 .....	.94	.96	.99	1.14	1.42	1.25	1.41	.98	1.17
1973/74 .....	.48	.67	1.38	.84	1.24	1.26	.92	1.28	1.07
1974/75 .....	1.20	1.58	.26	.04	N/A	N/A	N/A	N/A	N/A
<u>Percent</u>									
Wholesale-retail as a percentage of retail value:									
1967/68 .....	61	63	55	66	72	72	71	71	69
1968/69 .....	63	57	65	65	65	65	61	65	64
1969/70 .....	66	63	67	67	61	60	55	58	61
1970/71 .....	65	64	65	65	67	66	67	66	66
1971/72 .....	61	60	67	68	68	69	68	72	67
1972/73 .....	57	55	59	58	45	55	38	44	50
1973/74 .....	58	57	56	55	49	44	43	43	48
1974/75 .....	64	59	64	71	N/A	N/A	N/A	N/A	N/A
Shipping point-wholesale as a percentage of retail value:									
1967/68 .....	5	8	13	12	9	10	12	13	10
1968/69 .....	6	9	8	10	10	11	12	11	10
1969/70 .....	6	8	9	12	12	10	5	10	9
1970/71 .....	9	8	8	13	12	12	12	11	11
1971/72 .....	9	6	13	11	12	10	12	10	11
1972/73 .....	9	9	10	11	13	11	12	8	11
1973/74 .....	3	5	9	6	8	7	5	6	6
1974/75 .....	9	14	2	2/	N/A	N/A	N/A	N/A	N/A

1/ U.S. No. 1. 2/ Less than 0.5 percent. N/A = Not available.

Table 98.--Potatoes, round white, New York City: Spreads per 100 pounds and as a percentage of the retail value, by months and seasons, 1967/68-1974/75 1/

Spreads	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	Apr.	Season : average
Dollars									
Wholesale-retail:									
1967/68	4.97	4.89	4.17	4.41	4.22	4.47	4.62	4.92	4.54
1968/69	5.08	4.77	4.68	4.68	4.78	4.97	4.87	4.67	4.78
1969/70	5.25	4.97	4.77	4.96	4.85	5.03	4.72	4.82	4.99
1970/71	5.93	5.44	5.04	5.43	5.43	5.52	5.43	5.62	5.46
1971/72	5.91	5.46	5.91	5.43	5.62	5.58	5.62	5.52	5.66
1972/73	6.25	6.06	5.46	5.36	4.93	5.81	5.95	6.23	5.63
1973/74	7.33	6.56	6.88	7.00	6.50	10.06	7.98	7.86	7.45
1974/75	8.14	7.63	7.59	7.40	7.03	7.18	7.14	7.16	7.53
Shipping point-wholesale:									
1967/68	.42	.38	.54	.06	.64	.63	.58	.40	.44
1968/69	.35	.54	.50	.52	.50	.50	.50	.34	.48
1969/70	.48	.62	.60	.64	.82	.62	.74	.40	.62
1970/71	.44	.54	.68	.70	.66	.54	.70	.66	.60
1971/72	.84	.70	.62	.74	.88	.52	.68	.54	.72
1972/73	.94	.80	.42	.62	1.10	.90	.62	0.00	.76
1973/74	.88	.82	2.18	1.84	1.84	1.76	1.62	2.08	1.66
1974/75	1.40	1.69	.96	1.04	.84	1.02	.64	.64	1.07
Percent									
Wholesale-retail as a percentage of retail value:									
1967/68	62	66	60	64	64	66	69	72	64
1968/69	65	61	60	60	62	63	62	60	62
1969/70	63	63	60	61	57	56	52	52	60
1970/71	66	64	58	61	61	61	61	62	62
1971/72	63	60	63	61	62	62	62	61	62
1972/73	58	57	51	51	44	49	45	45	51
1973/74	53	51	49	48	45	50	41	39	45
1974/75	61	61	62	62	62	63	65	67	62
Shipping point-wholesale as a percentage of retail value:									
1967/68	5	5	8	1	10	9	9	6	6
1968/69	5	7	7	7	6	6	6	4	6
1969/70	6	8	8	8	10	7	8	4	7
1970/71	5	6	8	8	7	6	8	7	7
1971/72	9	8	6	8	10	6	8	6	8
1972/73	6	7	4	6	10	8	5	0	7
1973/74	9	6	15	13	13	9	8	10	10
1974/75	11	14	8	9	7	9	6	6	9

1/ U.S. No. 1.

## Russet Potatoes

### Production

Slightly more than one-half of the U.S. fall potato crop is grown in the West. Idaho is the leading producing State, followed by Washington. The two States account for about three-fourths of the region's fall crop, and about two-fifths of the U.S. fall crop. Mostly russet-type potatoes are grown in Idaho and Washington, with Russet Burbank the major variety.

Western production of fall potatoes increased about 39 percent between 1967 and 1975 (table 99). Production increased in both Idaho and Washington, with the largest increase occurring in Washington. Washington's 1975 crop was 48.3 million cwt., more than double the size of the 1967 crop. Idaho's crop declined slightly in 1975, but was still 20 percent above 1967.

### Prices and Values

Russet potatoes were priced at Idaho and Washington shipping points and at wholesale and retail in four important markets--Atlanta, Chicago, Los Angeles, and New York City. A September-April season was used. Washington potatoes were priced at shipping point and at wholesale when prices of Idaho potatoes were not available, especially in September and October prior to the usual beginning of Idaho's season.

Seasonal average retail prices of russet potatoes in Atlanta, Chicago, Los Angeles, New York City, and a four-city average price for 1962/63-1974/75 are shown in table 100. Retail prices trended upward in each market, with the largest increase occurring in Atlanta, and the smallest increase in Los Angeles. Retail prices reached a high in all markets in 1973/74 and fell slightly in 1974/75. The four-city seasonal average price was 19.1 cents per pound in 1973/74, almost double the size in 1962/63. By 1974/75, the four-city price fell 15 percent to 16.2 cents a pound.

Monthly and seasonal average retail value, wholesale price, and shipping point price of 100 pounds of russet potatoes trended upward in each market during 1967/68-1974/75 (tables 101, 102, 103, and 104). In most seasons, the seasonal average retail value was highest in Atlanta, and the wholesale price highest in New York City. Both the retail value and the wholesale price were usually lowest in Los Angeles.

### Spreads and Grower and Packer Returns

The shipping point-wholesale spread increased in all markets during 1967/68-1974/75, and the wholesale-retail spread increased in three markets, but decreased in Los Angeles (tables 105, 106, 107, and 108). The shipping point-wholesale spread was largest in New York City, ranging from \$2.58 to \$4.38 per 100 pounds, and smallest in Los Angeles, ranging from \$.79 to \$2.79. The wholesale-retail spread was usually largest in Atlanta (\$5.64-\$16.23) and smallest in Los Angeles (\$1.86-\$6.25).

Seasonal average price spread data for russet potatoes in Atlanta, Chicago, Los Angeles, and New York City for 1967/68-1974/75 are shown in figure 4. The four-city retail value of 100 pounds of russet potatoes reached a high of \$18.33 in 1973/74, about three-fourths higher than in 1967/68. However, the retail value dropped \$2.77, or 15 percent, in 1974/75. During the eight seasons, the wholesale-retail spread fluctuated from season to season, ending up only slightly larger in 1974/75, and the shipping point-wholesale spread more than doubled, reaching \$3.32. Grower and packer returns more than tripled by 1973/74, hitting a high of \$8.54, but by 1974/75, had dropped \$2.97--only slightly more than in 1972/73.

As a percentage of the retail value, the four-city wholesale-retail spread ranged from 48 to 59 percent during 1967/68-1971/72. Extremely higher retail values and only moderately higher wholesale-retail spreads resulted in spreads under 45 percent after 1971/72. The shipping point-wholesale spread was 13-22 percent of the retail value for the eight seasons. Grower and packer returns were 30-36 percent in six of the eight seasons and 41-46 percent in 1972/73 and 1973/74, respectively.

A simple trend analysis indicates that the four-city seasonal average retail value of russet potatoes increased 93 cents per 100 pounds per season during 1967/68-1974/75. In this period, the wholesale-retail spread went up 15 cents; the shipping point-wholesale spread 20 cents; and grower and packer returns, 58 cents.

The wholesale-retail spread's share of the retail value of russet potatoes declined about 2 percentage point per season during the period. The grower and packer share increased slightly less than 2 percentage points per season, and the shipping point-wholesale spread's share increased slightly, but not by a significant amount. For the eight seasons, the wholesale-retail spread averaged 47 percent of the retail value; the shipping point-wholesale spread, 18 percent; and grower and packer returns, 35 percent.

Table 99.--Potatoes: Fall production, selected western States and United States, 1967-75

Year	Idaho	Washington	Western States <u>1/</u>	United States
			<u>1,000 cwt.</u>	
1967	63,900	<u>2/22,090</u>	<u>2/121,464</u>	<u>3/243,849</u>
1968	59,505	<u>2/24,173</u>	<u>2/115,490</u>	<u>3/234,832</u>
1969	69,870	<u>2/29,796</u>	<u>2/133,323</u>	<u>3/252,561</u>
1970	74,660	<u>2/33,590</u>	<u>2/146,378</u>	<u>3/267,827</u>
1971	77,290	<u>2/30,110</u>	<u>2/139,980</u>	<u>3/266,686</u>
1972	77,295	31,365	142,381	248,841
1973	78,965	35,260	148,424	253,866
1974	81,195	41,160	159,853	288,674
1975	76,865	48,300	169,434	276,055

1/ Includes California, Colorado, Idaho, Montana, Oregon, Utah, Washington, and Wyoming. 2/ Includes Washington late summer production. Fall classification changed to include late summer production in 1972. 3/ Includes New York, Washington, and Wisconsin late summer production.

Table 100.--Potatoes, russet: Seasonal average retail prices, 4-city average and selected cities, 1962/63-1974/ 75 1/

[illegible]

1/ 8-month weighted average, September-April. 2/ Average seasonal prices for Atlanta, Chicago, Los Angeles, and New York City weighted by total season unloads. 3/ BLS city monthly prices weighted by city monthly unloads. 4/ Does not include Los Angeles.

Table 101.--Potatoes, russet, Atlanta: Prices and value per 100 pounds and grower and packer returns as a percentage of retail value, by months and seasons, 1967/68-1974/75 1/

Item	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	Apr.	Season average
<u>Dollars</u>									
Prices and value									
Retail value: 2/									
1967/68 .....	11.90	11.52	11.04	12.38	12.10	11.90	10.56	10.75	11.42
1968/69 .....	10.56	11.81	11.81	13.44	10.94	11.62	11.52	14.11	*12.00
1969/70 .....	12.96	12.67	11.04	10.75	12.29	14.02	13.82	14.40	*13.54
1970/71 .....	16.03	14.11	13.73	13.34	13.34	13.34	13.82	12.00	13.54
1971/72 .....	14.40	14.02	14.59	15.65	15.65	15.74	14.69	15.65	15.17
1972/73 .....	17.95	16.99	16.70	17.18	16.32	17.66	17.95	18.62	17.47
1973/74 .....	24.86	23.23	21.98	23.04	24.48	26.49	29.18	29.66	*25.63
1974/75 .....	28.99	26.21	26.11	25.63	26.78	19.49	16.90	27.94	*23.90
Wholesale price: 3/									
1967/68 .....	4.50	4.40	4.85	4.85	4.85	4.60	4.50	4.60	4.64
1968/69 .....	N/A	5.35	5.75	6.10	6.35	6.50	7.00	7.35	*6.36
1969/70 .....	N/A	5.25	5.50	5.50	5.50	6.40	6.35	6.25	*6.07
1970/71 .....	6.25	4.50	5.50	5.50	5.50	5.65	5.40	5.50	5.42
1971/72 .....	5.10	5.50	6.00	6.50	6.50	6.25	6.15	6.00	6.02
1972/73 .....	7.75	7.25	7.25	7.25	7.25	8.25	8.50	9.00	7.93
1973/74 .....	N/A	9.00	10.00	8.75	7.75	12.50	15.00	13.00	*10.48
1974/75 .....	N/A	8.50	8.12	7.75	7.50	7.50	8.50	7.50	*7.67
Shipping point price (f.o.b. 4/									
1967/68 .....	5/ 2.90	5/ 2.40	3.10	2.82	2.70	2.56	2.54	2.50	2.66
1968/69 .....	5/ 2.85	5/ 2.78	4.12	4.08	4.10	4.88	5.12	5.18	*4.31
1969/70 .....	5/ 3.98	5/ 2.64	5/ 3.30	5/ 3.20	5/ 3.30	4.08	3.94	4.12	*3.77
1970/71 .....	5/ 3.15	5/ 2.83	5/ 2.78	5/ 2.75	3.11	3.12	2.90	2.98	2.99
1971/72 .....	5/ 2.40	5/ 2.90	3.36	3.64	3.52	3.39	3.26	3.02	3.18
1972/73 .....	5/ 4.38	5/ 3.75	4.78	4.78	5.04	5.52	6.12	6.40	5.30
1973/74 .....	5/ 5.62	5/ 7.12	7.25	7.50	7.25	10.25	12.00	11.45	*8.88
1974/75 .....	5/ 7.00	5/ 7.08	6.78	5.88	6.19	4.38	4.66	3.20	*4.93
Grower and packer share									
of retail value									
1967/68 .....	24	21	28	23	22	22	24	23	23
1968/69 .....	--	23	35	30	37	42	45	37	*26
1969/70 .....	31	21	30	30	27	29	29	29	*28
1970/71 .....	20	20	20	21	23	23	21	25	22
1971/72 .....	17	21	23	23	23	22	22	19	21
1972/73 .....	24	22	29	28	31	31	34	31	30
1973/74 .....	23	31	33	33	30	39	41	39	*35
1974/75 .....	24	27	26	23	23	22	27	12	*21

1/ U.S. No.1. 2/ Returns to retailer for salable potatoes (4-percent allowance for loss incurred during marketing). 3/ Origin same as shipping point. 4/ Idaho, except as indicated. 5/ Washington.  
\*7-month average. N/A = Not available.



Table 102.--Potatoes, russet, Chicago: Prices and value per 100 pounds and grower and packer returns as a percentage of retail value, by months and seasons, 1967/68-1974/75 <sup>1/</sup>

Item	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	Apr.	Season average
<u>Dollars</u>									
<u>Prices and value</u>									
Retail value: <u>2/</u>									
1967/68 .....	10.46	10.46	10.27	10.37	10.27	10.37	10.37	10.08	10.37
1968/69 .....	10.85	8.83	9.70	10.56	9.98	10.27	11.81	10.33	10.37
1969/70 .....	9.50	10.94	11.33	12.00	12.10	11.42	12.48	12.29	*11.90
1970/71 .....	12.48	10.85	10.56	11.04	11.14	10.85	11.42	11.71	11.83
1971/72 .....	12.00	11.71	11.33	11.62	12.77	12.77	12.77	11.52	12.10
1972/73 .....	N/A	14.40	14.59	13.92	14.59	15.46	15.94	16.03	*14.98
1973/74 .....	16.13	16.13	16.22	17.66	18.05	21.79	25.06	24.86	19.78
1974/75 .....	16.70	16.99	18.62	17.47	16.39	21.60	19.20	16.51	*17.28
<u>Wholesale price: <u>3/</u></u>									
1967/68 .....	4.80	4.18	4.38	4.70	4.65	4.45	4.40	4.45	4.52
1968/69 .....	4.10	3.70	6.00	5.75	6.15	6.65	7.00	7.00	5.67
1969/70 .....	N/A	4.50	5.12	4.80	5.55	6.35	6.10	6.10	*5.74
1970/71 .....	5.00	5.00	5.60	5.40	5.25	5.35	5.10	5.20	5.25
1971/72 .....	4.20	5.00	5.65	6.00	5.95	5.85	5.75	5.60	5.55
1972/73 .....	N/A	6.25	6.90	7.00	7.35	7.50	8.50	8.50	*7.43
1973/74 .....	7.75	8.50	9.65	10.00	9.75	12.25	14.25	11.06	11.06
1974/75 .....	N/A	7.25	9.75	9.00	8.50	8.12	7.25	6.75	*7.70
<u>Shipping point price</u>									
(f.o.b.): <u>4/</u>									
1967/68 .....	<u>5/</u> 2.90	<u>5/</u> 2.40	<u>5/</u> 2.56	2.82	2.70	2.56	2.54	2.50	2.63
1968/69 .....	<u>5/</u> 2.85	<u>6/</u> 2.88	4.12	4.08	4.10	4.88	5.12	5.18	4.06
1969/70 .....	<u>5/</u> 3.98	<u>5/</u> 2.64	<u>5/</u> 3.30	<u>5/</u> 3.20	3.64	4.08	3.94	4.12	*3.72
1970/71 .....	<u>5/</u> 3.15	<u>5/</u> 2.97	3.46	3.28	3.11	3.12	2.90	2.98	3.13
1971/72 .....	<u>5/</u> 2.40	<u>5/</u> 2.90	3.36	3.64	3.52	3.39	3.26	3.02	3.21
1972/73 .....	N/A	4.60	4.78	4.78	5.04	5.52	6.12	6.40	*5.32
1973/74 .....	<u>5/</u> 5.62	<u>5/</u> 7.12	7.25	7.50	7.25	10.25	12.00	11.45	8.74
1974/75 .....	<u>5/</u> 7.00	7.08	6.78	5.88	6.19	4.38	4.66	3.20	*5.07
<u>Grower and packer share</u>									
of retail value									
1967/68 .....	28	23	25	27	26	25	24	25	26
1968/69 .....	26	33	43	39	41	48	43	46	39
1969/70 .....	42	24	29	27	30	36	32	34	*31
1970/71 .....	25	27	33	30	28	29	26	25	28
1971/72 .....	20	25	30	31	28	27	26	26	27
1972/73 .....	N/A	32	33	34	34	36	38	40	*36
1973/74 .....	35	44	45	43	40	47	48	46	44
1974/75 .....	42	42	36	34	36	20	24	19	*29

<sup>1/</sup> U.S. No.1. <sup>2/</sup> Returns to retailer for salable potatoes (4-percent allowance for loss incurred during marketing). <sup>3/</sup> Origin same as shipping point. <sup>4/</sup> Idaho, except as indicated. <sup>5/</sup> Washington. <sup>6/</sup> Wisconsin. \*7-month average. N/A = Not available.

Table 103.--Potatoes, russet, Los Angeles: Prices and value per 100 pounds and grower and packer returns as a percentage of retail value, by months and seasons, 1967/68-1974/75 1/

Item	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	Apr.	Season average
<u>Dollars</u>									
<u>Prices and value</u>									
Retail value: <u>2/</u>									
1967/68 .....	10.56	11.04	10.85	10.46	10.37	9.41	9.22	9.50	9.70
1968/69 .....	10.08	10.08	10.66	10.75	10.94	11.23	11.33	11.81	10.75
1969/70 .....	10.94	8.54	9.12	8.64	8.93	8.93	8.64	8.45	*8.64
1970/71 .....	8.26	7.68	7.10	7.39	7.49	6.82	7.01	6.82	7.20
1971/72 .....	7.01	6.72	7.20	7.10	7.20	6.82	6.82	6.72	7.01
1972/73 .....	9.79	8.45	8.16	8.26	8.83	8.83	8.93	9.41	8.83
1973/74 .....	11.81	11.04	10.94	13.44	12.38	13.24	17.28	17.57	12.77
1974/75 .....	13.34	12.00	12.19	11.71	11.90	11.52	9.22	8.54	11.52
<u>Wholesale price: 3/</u>									
1967/68 .....	6.50	6.24	7.24	3.50	3.35	3.15	3.00	3.15	3.45
1968/69 .....	3.50	3.25	4.35	4.35	5.15	5.35	6.00	7.38	4.75
1969/70 .....	N/A	4.00	4.00	4.05	4.40	4.50	5.50	6.25	*5.29
1970/71 .....	4.88	4.12	4.35	4.25	4.00	3.75	3.50	3.62	3.93
1971/72 .....	4.70	5.50	4.15	5.12	4.75	4.65	4.50	4.35	4.70
1972/73 .....	8.76	7.76	6.00	6.00	8.00	6.00	6.50	6.75	6.97
1973/74 .....	6.50	7.75	9.75	8.60	8.62	10.75	14.00	13.75	9.37
1974/75 .....	10.50	9.75	9.75	8.75	8.88	7.75	6.50	6.35	8.86
<u>Shipping point price</u>									
(f.o.b.): <u>4/</u>									
1967/68 .....	5/ 2.90	5/ 2.40	5/ 2.56	5/ 2.52	2.70	6/ 2.70	6/ 2.64	6/ 2.62	2.66
1968/69 .....	5/ 2.85	5/ 2.75	5/ 3.71	6/ 3.89	4.10	4.88	5.12	6/ 4.88	3.77
1969/70 .....	5/ 3.98	5/ 2.64	3.69	3.46	3.64	4.08	3.94	6/ 4.11	*3.76
1970/71 .....	5/ 3.15	5/ 2.97	7/ 3.12	6/ 3.00	6/ 2.99	6/ 2.95	6/ 2.85	6/ 2.88	2.96
1971/72 .....	5/ 2.40	5/ 2.90	3.36	3.64	3.52	3.39	3.26	3.02	3.22
1972/73 .....	5/ 4.38	5/ 3.75	4.78	4.78	5.04	5.52	6.12	6.40	5.21
1973/74 .....	5/ 5.62	5/ 7.12	7.25	7.50	7.25	10.25	12.00	11.45	7.98
1974/75 .....	5/ 7.00	5/ 7.08	6.78	5.88	6.19	4.38	4.66	3.20	6.07
<u>Grower and packer share</u>									
of retail value									
1967/68 .....	28	22	24	24	26	29	29	27	27
1968/69 .....	28	27	35	36	37	44	45	41	35
1969/70 .....	36	31	41	40	41	46	46	49	*44
1970/71 .....	38	39	44	40	40	43	41	42	41
1971/72 .....	34	43	47	51	49	50	48	45	46
1972/73 .....	45	44	59	58	57	63	69	68	59
1973/74 .....	48	64	66	56	59	77	69	65	62
1974/75 .....	52	59	56	50	52	38	51	37	53

1/ U.S. No. 1. 2/ Returns to retailer for salable potatoes (4-percent allowance for loss incurred during marketing). 3/ Origin same as shipping point. 4/ Idaho, except as indicated. 5/ Washington. 6/ California. 7/ Oregon. \*7-month average. N/A = Not available.

Table 104.--Potatoes, russet, New York City: Prices and value per 100 pounds and grower and packer returns as a percentage of retail value, by months and seasons, 1967/68-1974/75 1/

Item	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	Apr.	Season average
<u>Dollars</u>									
<b>Prices and value</b>									
Retail value: <u>2/</u>									
1967/68 .....	11.62	12.58	11.81	11.14	11.14	11.14	11.04	11.04	11.33
1968/69 .....	11.42	11.71	12.10	11.81	11.81	12.48	12.58	12.77	12.13
1969/70 .....	13.34	13.06	12.86	12.48	12.86	13.25	13.15	13.44	13.15
1970/71 .....	14.02	12.96	12.77	13.06	12.77	13.34	13.06	13.73	13.25
1971/72 .....	13.54	13.63	13.34	13.54	13.34	13.25	13.54	13.44	13.44
1972/73 .....	15.46	14.78	14.40	14.30	15.17	15.46	16.13	16.61	15.36
1973/74 .....	18.82	18.34	18.62	18.81	18.91	21.79	24.10	24.00	20.74
1974/75 .....	20.74	19.39	18.91	18.62	18.43	18.24	17.66	17.09	*18.24
<b>Wholesale prices: <u>3/</u></b>									
1967/68 .....	6.00	5.10	5.75	5.40	5.25	5.10	5.00	4.90	5.27
1968/69 .....	5.75	5.30	6.00	6.50	6.75	7.40	7.60	7.80	6.77
1969/70 .....	6.80	5.80	6.30	6.30	6.20	7.00	6.70	7.00	6.62
1970/71 .....	7.30	6.50	5.90	6.30	6.10	6.60	6.20	6.00	6.37
1971/72 .....	6.30	6.50	6.30	6.80	6.80	6.80	6.70	6.50	6.63
1972/73 .....	8.76	7.30	7.80	8.00	8.30	8.70	9.30	9.70	8.60
1973/74 .....	11.00	10.00	10.30	11.30	10.70	13.50	14.80	15.00	12.30
1974/75 .....	N/A	10.50	11.00	10.22	10.00	9.76	8.70	8.30	*9.67
<b>Shipping point price</b>									
(f.o.b.): <u>4/</u>									
1967/68 .....	5/ 2.90	5/ 2.40	5/ 2.56	2.82	2.70	2.56	2.54	2.50	2.65
1968/69 .....	5/ 2.85	5/ 2.78	5/ 3.55	4.08	4.10	4.88	5.12	5.18	4.19
1969/70 .....	5/ 3.98	5/ 2.64	5/ 3.30	5/ 3.20	5/ 3.30	4.08	3.94	4.12	3.71
1970/71 .....	5/ 3.15	5/ 2.97	5/ 2.78	3.28	3.11	3.12	2.90	2.98	3.06
1971/72 .....	5/ 2.40	5/ 2.90	5/ 3.04	3.64	3.52	3.39	3.26	3.02	3.18
1972/73 .....	5/ 4.38	5/ 3.75	4.78	4.78	5.04	5.52	6.12	6.40	5.26
1973/74 .....	5/ 5.62	5/ 7.12	7.25	7.50	7.25	10.25	12.00	11.45	8.86
1974/75 .....	5/ 7.00	7.08	6.78	5.88	6.19	4.38	4.66	3.20	*5.29
<b>Grower and packer share</b>									
of retail value									
1967/68 .....	25	19	22	25	24	23	23	23	24
1968/69 .....	25	24	29	35	35	39	41	41	35
1969/70 .....	30	20	26	26	26	31	30	31	28
1970/71 .....	22	23	22	25	24	23	22	22	23
1971/72 .....	18	21	23	27	26	25	24	23	23
1972/73 .....	28	25	33	33	33	36	38	38	34
1973/74 .....	30	39	39	40	38	47	49	48	43
1974/75 .....	34	36	36	32	33	24	26	19	*29

1/ U.S. No. 1. 2/ Returns to retailer for salable potatoes (4-percent allowance for loss incurred during marketing. 3/ Origin same as shipping point. 4/ Idaho, except as indicated. 5/ Washington.  
\*7-month average. N/A = Not available.

Table 105.--Potatoes, russet; Atlanta: Spreads per 100 pounds and as a percentage of the retail value, by months and seasons, 1967/68-1974/75 <sup>1/</sup>

Spreads	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	Apr.	Season average
<u>Dollars</u>									
<b>Wholesale-retail:</b>									
1967/68 .....	7.40	7.12	6.19	7.53	7.25	7.30	6.06	6.15	6.78
1968/69 .....	N/A	6.46	6.06	7.34	4.59	5.12	4.52	6.76	*5.64
1969/70 .....	N/A	7.42	5.54	5.25	6.79	7.61	7.47	8.15	*7.47
1970/71 .....	9.78	9.61	8.23	7.84	7.84	7.79	8.42	6.50	8.12
1971/72 .....	9.30	8.52	8.59	9.15	9.15	9.49	8.54	9.65	9.15
1972/73 .....	10.20	9.74	9.45	9.93	9.07	9.41	9.45	9.62	9.54
1973/74 .....	N/A	14.23	11.98	14.29	16.73	13.99	14.18	16.66	*15.15
1974/75 .....	N/A	17.71	17.99	17.88	19.28	11.99	8.40	20.44	16.23
<b>Shipping point-wholesale:</b>									
1967/68 .....	1.60	2.00	1.75	2.03	2.15	2.04	1.96	2.10	1.98
1968/69 .....	N/A	2.57	1.63	2.02	2.25	1.62	1.88	2.17	*2.05
1969/70 .....	N/A	2.61	2.20	2.30	2.20	2.32	2.41	2.13	*2.30
1970/71 .....	3.10	1.67	2.72	2.75	2.39	2.53	2.50	2.52	2.43
1971/72 .....	2.70	2.60	2.64	2.86	2.98	2.86	2.89	2.98	2.84
1972/73 .....	3.37	3.50	2.47	2.47	2.21	2.73	2.38	2.60	2.63
1973/74 .....	N/A	1.88	2.75	1.25	.50	2.25	3.00	1.55	*1.60
1974/75 .....	N/A	1.48	1.34	1.87	1.31	3.12	3.84	4.30	*2.74
<b>Wholesale-retail as a percentage of retail value:</b>									
<u>Percent</u>									
1967/68 .....	62	62	56	61	60	61	57	57	60
1968/69 .....	N/A	55	51	55	42	44	39	48	*47
1969/70 .....	N/A	58	50	49	55	54	54	56	*55
1970/71 .....	61	68	60	58	59	58	61	54	60
1971/72 .....	64	61	59	59	58	60	58	62	60
1972/73 .....	57	57	56	58	56	53	53	52	55
1973/74 .....	N/A	61	54	62	68	53	49	56	*59
1974/75 .....	N/A	68	69	70	72	62	50	73	*68
<b>Shipping point-wholesale as a percentage of retail value:</b>									
1967/68 .....	14	17	16	16	18	17	19	20	17
1968/69 .....	N/A	22	14	15	21	14	16	15	*17
1969/70 .....	N/A	21	20	21	18	17	17	15	*17
1970/71 .....	19	12	20	21	18	19	18	21	18
1971/72 .....	19	18	18	18	19	18	20	19	19
1972/73 .....	19	21	15	14	13	16	13	14	15
1973/74 .....	N/A	8	13	5	2	8	10	5	*6
1974/75 .....	N/A	5	5	7	5	16	23	15	11

<sup>1/</sup> U.S. No. 1.

\*7-month average.

N/A = Not available.

Table 106.--Potatoes, russet, Chicago: Spreads per 100 pounds and as a percentage of the retail value, by months and seasons, 1967/68-1974/75 1/

Spreads	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	Apr.	Season average
Dollars									
Wholesale-retail:									
1967/68	5.66	6.28	5.89	5.67	5.62	5.92	5.97	5.63	5.85
1968/69	6.75	5.13	3.70	4.81	3.83	3.62	4.81	4.33	4.70
1969/70	N/A	6.44	6.21	7.20	6.55	5.07	6.38	6.19	*6.16
1970/71	7.48	5.85	4.96	5.64	5.89	5.50	6.32	6.51	6.08
1971/72	7.80	6.71	5.68	5.62	6.82	6.92	7.02	5.92	6.55
1973/73	N/A	8.15	7.69	6.92	7.24	7.96	7.44	7.53	*7.55
1974/74	8.38	7.63	6.57	7.66	8.30	9.54	10.81	10.61	8.72
1974/75	N/A	9.74	8.87	8.47	8.49	13.48	11.95	9.76	*9.58
Shipping point-wholesale:									
1967/68	1.90	1.78	1.82	1.88	1.95	1.89	1.86	1.95	1.89
1968/69	1.25	.82	1.88	1.67	2.05	1.77	1.88	1.82	1.61
1969/70	N/A	1.86	1.82	1.60	1.91	2.27	2.16	1.98	*2.02
1970/71	1.85	2.03	2.14	2.12	2.14	2.23	2.20	2.22	2.12
1971/72	1.80	2.10	2.29	2.36	2.43	2.46	2.49	2.58	2.34
1972/73	N/A	1.65	2.12	2.22	2.31	1.98	2.38	2.10	*2.11
1973/74	2.13	1.38	2.40	2.50	2.50	2.00	2.25	2.80	2.32
1974/75	N/A	.17	2.97	3.12	2.31	3.74	2.59	3.55	*2.63
Wholesale-retail as a percentage of retail value:									
Percent									
1967/68	54	60	57	55	55	57	58	56	56
1968/69	62	58	38	45	38	35	41	38	46
1969/70	N/A	59	55	60	54	44	51	50	52
1970/71	60	54	47	51	53	51	55	56	53
1971/72	65	57	50	49	53	54	55	51	54
1972/73	N/A	57	53	50	50	51	47	47	*50
1973/74	52	47	40	43	46	44	43	43	44
1974/75	N/A	54	48	48	50	63	62	59	55
Shipping point-wholesale as a percentage of retail value:									
1967/68	18	17	18	18	19	18	18	19	18
1968/69	12	9	19	16	21	17	16	16	15
1969/70	N/A	17	16	13	16	20	17	16	*17
1970/71	15	19	20	19	19	20	19	19	19
1971/72	15	18	20	20	19	19	19	23	19
1972/73	N/A	11	14	16	16	13	15	13	*14
1973/74	13	9	15	14	14	9	9	11	12
1974/75	N/A	1	16	18	14	17	14	22	*15

1/ U.S. No. 1.

\*7-month average.

N/A = Not available.

Table 107.--Potatoes, russet, Los Angeles: Spreads per 100 pounds and as a percentage of the retail value, by months and seasons, 1967/68-1974/75 1/

Spreads	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	Apr.	Season average
<u>Dollars</u>									
Wholesale-retail:									
1967/68 .....	4.06	4.80	3.61	6.96	7.02	6.26	6.22	6.35	6.25
1968/69 .....	6.58	6.83	6.31	6.40	5.79	5.88	5.33	4.43	6.00
1969/70 .....	N/A	4.54	5.12	4.59	4.53	4.43	3.14	2.20	*3.35
1970/71 .....	3.38	3.56	2.75	3.24	3.39	3.07	3.51	3.20	3.27
1971/72 .....	2.31	1.22	3.05	1.98	2.45	2.17	2.42	2.37	2.31
1972/73 .....	1.03	.69	2.16	2.26	.83	2.83	2.43	2.66	1.86
1973/74 .....	5.31	3.29	1.19	4.84	3.76	2.49	3.28	3.82	3.40
1974/75 .....	2.84	2.25	2.44	2.96	3.02	3.77	2.72	2.19	2.66
Shipping point-wholesale:									
1967/68 .....	3.60	3.84	4.68	.98	.65	.45	.36	.53	.79
1968/69 .....	.65	.50	.64	.46	1.05	.47	.88	2.50	.98
1969/70 .....	N/A	1.36	.31	.59	.76	.42	1.56	2.14	*1.53
1970/71 .....	1.73	1.15	1.23	1.25	1.01	.80	.65	.74	.97
1971/72 .....	2.30	2.60	.79	1.48	1.23	1.26	1.24	1.33	1.48
1972/73 .....	4.38	4.01	1.22	1.22	2.96	.48	.38	.35	1.76
1973/74 .....	.88	.63	2.50	1.10	1.37	.50	2.00	2.30	1.39
1974/75 .....	3.50	2.67	2.97	2.87	2.69	3.37	1.84	3.15	2.79
<u>Percent</u>									
Wholesale-retail as a percentage of retail value:									
1967/68 .....	38	43	33	67	68	66	67	67	65
1968/69 .....	65	68	59	60	53	52	47	38	56
1969/70 .....	N/A	53	56	53	51	49	36	26	*38
1970/71 .....	41	46	39	43	46	45	50	47	45
1971/72 .....	33	18	42	28	34	32	34	35	33
1972/73 .....	10	8	26	27	9	32	27	28	21
1973/74 .....	45	30	11	36	30	19	19	22	29
1974/75 .....	22	19	20	25	25	33	29	26	23
Shipping point-wholesale as a percentage of retail value:									
1967/68 .....	34	35	43	9	6	5	4	6	8
1968/69 .....	7	5	6	4	10	4	8	21	9
1969/70 .....	N/A	16	3	7	8	5	18	25	*18
1970/71 .....	21	15	17	17	14	12	9	11	14
1971/72 .....	33	39	11	21	17	18	18	20	21
1972/73 .....	45	48	15	15	34	5	4	4	20
1973/74 .....	7	6	23	8	11	4	12	13	11
1974/75 .....	26	22	24	25	23	29	20	37	24

1/ U.S. No. 1.

\*7-month average.

N/A = Not available.



Table 108.--Potatoes, russet, New York City: Spreads per 100 pounds and as a percentage of the retail value, by months and seasons, 1967/68-1974/75 <sup>1/</sup>

Spreads	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	Apr.	Season average
Dollars									
Wholesale-retail:									
1967/68 .....	5.62	7.48	6.06	5.74	5.89	6.04	6.04	6.14	6.06
1968/69 .....	5.67	6.41	6.00	5.31	5.06	5.08	4.98	4.97	5.36
1969/70 .....	6.54	7.26	6.56	6.18	6.66	6.25	6.45	6.44	6.53
1970/71 .....	6.72	6.46	6.87	6.76	6.67	6.74	6.86	7.73	6.88
1971/72 .....	7.24	7.13	7.04	6.74	6.54	6.45	6.84	6.65	6.81
1972/73 .....	6.70	7.48	6.60	6.30	6.87	6.76	6.83	6.91	6.76
1973/74 .....	7.82	8.34	8.32	7.51	8.21	8.29	9.30	9.00	8.44
1974/75 .....	N/A	8.89	7.91	8.40	8.43	8.48	8.96	8.79	* 8.57
Shipping point-wholesale:									
1967/68 .....	3.10	2.70	3.19	2.58	2.55	2.54	2.46	2.40	2.62
1968/69 .....	2.90	2.52	2.45	2.42	2.65	2.52	2.48	2.62	2.58
1969/70 .....	2.82	3.16	3.00	3.10	2.90	2.92	2.76	2.88	2.91
1970/71 .....	4.15	3.53	3.12	3.02	2.99	3.48	3.30	3.02	3.31
1971/72 .....	3.90	3.60	3.26	3.16	3.28	3.41	3.44	3.48	3.45
1972/73 .....	4.38	3.55	3.02	3.22	3.26	3.18	3.18	3.30	3.34
1973/74 .....	5.38	2.88	3.05	3.80	3.45	3.25	2.80	3.55	3.44
1974/75 .....	N/A	3.42	4.22	4.34	3.81	5.38	4.04	5.10	*4.38
Percent									
Wholesale-retail as a percentage of retail value:									
1967/68 .....	48	60	51	52	53	54	55	55	53
1968/69 .....	50	55	51	45	43	41	39	39	44
1969/70 .....	49	56	51	49	52	47	49	48	50
1970/71 .....	48	50	54	52	52	51	53	56	52
1971/72 .....	53	52	53	50	49	49	51	51	50
1972/73 .....	44	51	46	44	45	44	42	42	44
1973/74 .....	41	45	45	40	44	38	39	37	41
1974/75 .....	N/A	46	42	45	46	46	51	51	*47
Shipping point-wholesale as a percentage of retail value:									
1967/68 .....	27	21	27	23	23	23	22	22	23
1968/69 .....	25	21	20	20	22	20	20	20	21
1969/70 .....	21	24	23	25	22	22	21	21	22
1970/71 .....	30	27	24	23	24	26	25	22	25
1971/72 .....	29	27	24	23	25	26	25	26	26
1972/73 .....	28	24	21	23	22	20	20	20	22
1973/74 .....	29	16	16	20	18	15	12	15	16
1974/75 .....	N/A	18	22	23	21	30	23	30	*24

<sup>1/</sup> U.S. No. 1.

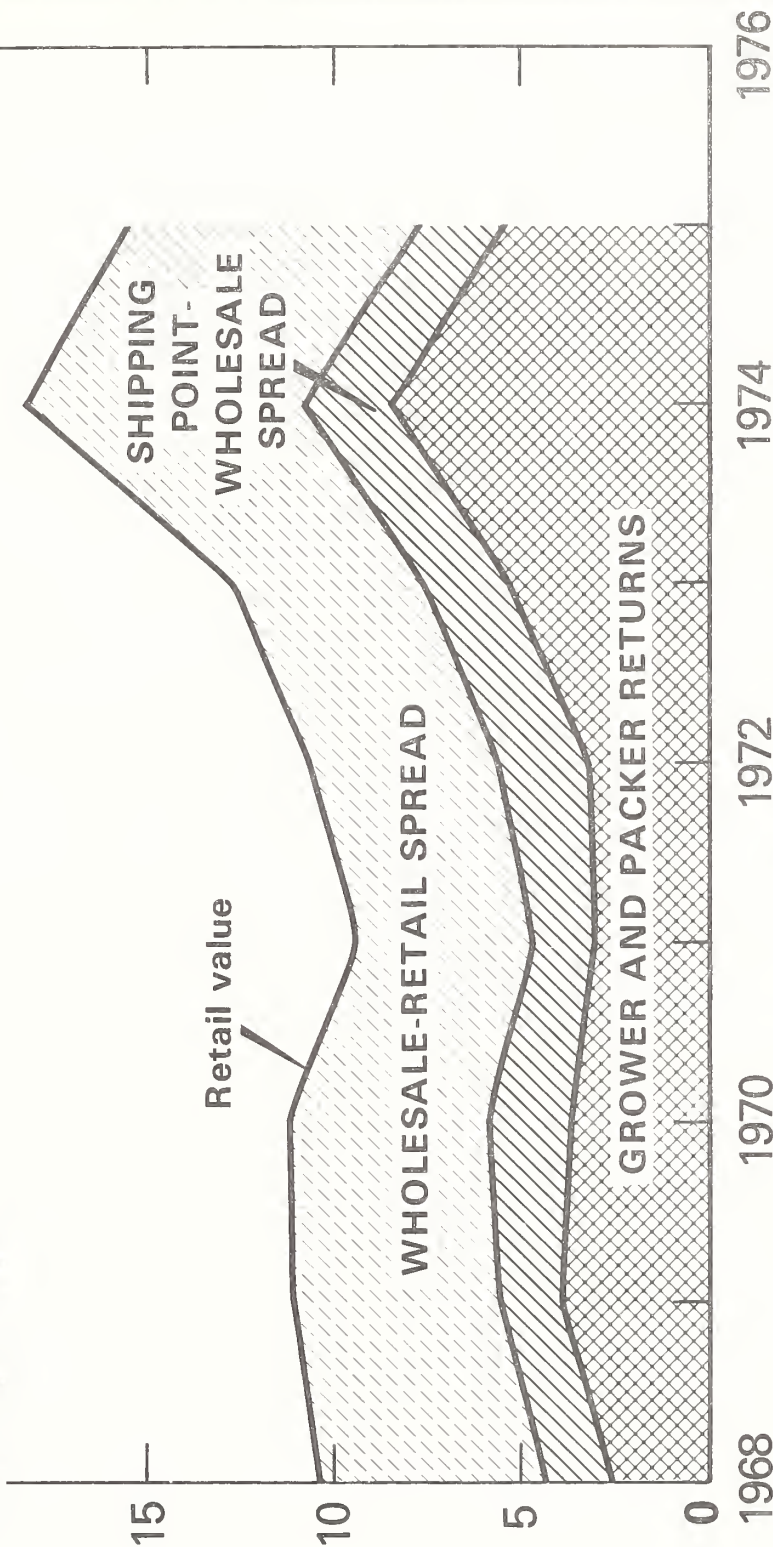
N/A = Not available.

\*7-month average.

# RUSSET POTATOES

*Seasonal Average Spreads for Chicago, New York City, Los Angeles, and Atlanta*

\$ PER 100 LBS.



SEASON: SEPT. - APR.

Consumption and Production

Consumption of fresh spinach trended downward during 1963-75, reaching 0.4 pound in 1975, down 0.3 pound from 1963.

Over half of the U.S. fresh market spinach crop is grown in the fall and winter in only three States--California, New Jersey, and Texas. Texas is the largest grower, accounting for slightly over one-half of the national crop.

U.S. production of fall and winter spinach for the fresh market was 366,000 cwt. in 1974/75, 55 percent less than in 1963/64 (table 109). Production declined in each growing area during the period. The Texas crop dropped 66,000 cwt. to 186,000 cwt. in 1974/75, and California's went down 83,000 cwt. to 155,000 cwt.

Prices and Value

Fresh spinach was priced at Texas shipping points and at wholesale and retail in Chicago and New York City. A December-March season was used to best represent the marketing season for Texas fall and winter spinach. In 1975, Texas supplied approximately two-thirds of the spinach unloads in these months.

Retail prices are for spinach sold in a 10-ounce package, converted to a pound basis. Wholesale and shipping point prices are for loose spinach packed in a 21-pound bushel.

Seasonal average retail prices for the United States, Chicago, and New York City for 1963/64-1974/75 are shown in table 110. Retail prices trended upward in each market, but increased more in both Chicago and New York City than did the U.S. average. The seasonal average retail price in Chicago was slightly over \$1.00 per pound in 1974/75, almost three times its size in 1963/64. The retail price more than doubled in New York City, and the U.S. price nearly doubled in the period.

Monthly and seasonal average retail value, wholesale price, and shipping point price of a 21-pound bushel of spinach trended upward in Chicago and New York City during 1967/68-1974/75 (tables 111 and 112).

Spreads and Grower and Packer Returns

The wholesale-retail spread for spinach increased sharply in both Chicago and New York City in the eight seasons. The shipping point-wholesale spread increased slightly in New York City and did not establish any significant trend in Chicago.

During 1967/68-1974/75, the two-city average retail value of a 21-pound bushel of spinach increased from \$9.69 to \$16.92; the wholesale-retail spread from \$7.02 to \$11.17. The shipping point-wholesale spread fluctuated sharply from season to season, but trended upward during the period, and grower and packer returns more than doubled, averaging \$3.45 in 1974/75.

A simple trend analysis indicates that the retail value of spinach in Chicago and New York City increased an average of 98 cents per bushel per season during 1967/68-1974/75. In this period, the wholesale-retail spread increased an average of 60 cents; the shipping point-wholesale spread, 13 cents; and grower and packer returns, 25 cents.

The market shares did not show any significant trend. For the eight seasons, the wholesale-retail spread averaged 70 percent of the retail value; the shipping point-wholesale spread, 10 percent; and grower and packer returns, 20 percent.

Table 109.--Spinach, fall and winter: Production for fresh and market, selected States and United States, 1963/64-1974/75

Season	Texas	California	Other States 1/	United States
			<u>1,000 cwt.</u>	
1963/64	252	238	320	810
1964/65	262	221	222	705
1965/66	195	184	202	581
1966/67	180	192	187	559
1967/68	189	154	200	543
1968/69	210	161	186	557
1969/70	186	182	106	474
1970/71	166	59	56	281
1971/72	187	127	18	332
1972/73	173	135	25	333
1973/74	161	148	20	329
1974/75	186	155	25	336

1/ Includes New Jersey, 1963-74; Maryland and Virginia, 1963-70; New York, Pennsylvania, and Ohio, 1963-68; Connecticut, Massachusetts, and Missouri, 1963-64.

Table 110.--Spinach, fall and winter: Seasonal average retail prices,  
United States and selected cities, 1963/64-1974/75 <sup>1/</sup>

Season	United States <u>2/</u>	Chicago <u>3/</u>	New York City <u>3/</u>
		<u>Cents per pound</u>	
1963/64	43.7	35.5	44.2
1964/65	45.0	41.0	45.1
1965/66	46.4	40.8	47.5
1966/67	47.2	41.9	48.3
1967/68	49.6	43.6	54.4
1968/69	51.0	44.9	52.8
1969/70	56.2	49.1	59.2
1970/71	58.7	52.6	60.3
1971/72	62.2	62.9	68.5
1972/73	64.2	73.1	70.4
1973/74	73.0	79.7	76.5
1974/75	84.3	100.2	89.6

1/ 4-month weighted average, December-March, price per 10-oz. package converted to pound basis.

2/ BLS U.S. monthly prices weighted by 41 cities' monthly unloads.

3/ BLS city monthly prices weighted by city monthly unloads.



Table 111.--Spinach, fall and winter, Chicago: Prices, values, and spreads per bushel and grower and packer returns and spreads as a percentage of retail value, by months and seasons, 1967/68-1974/75 1/

Item	Dec.	Jan.	Feb.	Mar.	Season average	Item	Dec.	Jan.	Feb.	Mar.	Season average
<u>Prices and value</u>											
Retail value: 2/											
1967/68 .....	7.83	7.83	8.66	7.74	*8.07	Spreads					
1968/69 .....	7.74	8.07	8.28	8.66	8.31	Wholesale-retail:					
1969/70 .....	9.17	8.98	9.22	8.98	9.08	1967/68 .....	N/A	4.48	6.16	5.39	*5.35
1970/71 .....	9.40	9.70	9.70	10.26	9.72	1968/69 .....	5.39	3.82	5.53	4.91	1.73
1971/72 .....	11.94	11.53	11.62	11.41	11.62	1969/70 .....	N/A	5.98	6.97	5.73	*6.27
1972/73 .....	13.66	13.42	13.04	14.11	13.52	1970/71 .....	5.90	6.70	6.95	7.76	6.77
1973/74 .....	14.30	14.46	15.02	16.15	14.72	1971/72 .....	7.44	7.03	8.00	9.26	7.90
1974/75 .....	17.39	18.74	19.04	17.27	18.51	1972/73 .....	9.41	8.92	8.54	10.11	9.16
						1973/74 .....	10.30	10.71	11.77	12.65	11.05
						1974/75 .....	12.64	12.49	15.04	13.27	13.66
<u>Wholesale prices: 3/</u>											
1967/68 .....	N/A	3.35	2.50	2.35	*2.72	Shipping point-					
1968/69 .....	2.35	4.25	2.75	3.75	3.58	wholesale:					
1969/70 .....	N/A	3.00	2.25	3.25	*2.81	1967/68 .....	N/A	1.60	.80	.86	*1.08
1970/71 .....	3.50	3.00	2.75	3.25	2.95	1968/69 .....	.73	2.21	1.13	2.33	1.88
1971/72 .....	4.50	4.50	3.62	2.15	3.72	1969/70 .....	N/A	1.25	.25	1.50	*.97
1972/73 .....	4.25	4.50	4.50	4.00	4.36	1970/71 .....	.50	1.00	.25	0	.50
1973/74 .....	4.00	3.75	3.25	3.50	3.67	1971/72 .....	1.25	2.09	.24	.27	1.00
1974/75 .....	4.75	6.25	4.00	4.00	4.85	1972/73 .....	1.87	2.00	2.12	1.50	1.91
						1973/74 .....	1.00	.50	.25	.75	.63
						1974/75 .....	.75	2.75	.50	.50	1.24
<u>Shipping point price</u>											
(f.o.b.): 4/											
1967/68 .....	N/A	1.75	1.70	1.49	*1.64	Wholesale-retail					
1968/69 .....	1.62	2.04	1.62	1.42	1.70	as percentage of					
1969/70 .....	N/A	1.75	2.00	1.75	*1.84	retail value:					
1970/71 .....	3.00	2.50	2.50	2.50	2.45	1967/68 .....	N/A	57	71	70	*66
1971/72 .....	3.25	2.41	3.38	1.88	2.72	1968/69 .....	70	47	67	57	57
1972/73 .....	2.38	2.50	2.38	2.50	2.45	1969/70 .....	N/A	67	75	64	*69
1973/74 .....	3.00	3.25	3.00	2.75	3.04	1970/71 .....	63	69	72	76	70
1974/75 .....	4.00	3.50	3.50	3.50	3.61	1971/72 .....	62	61	69	81	68
						1972/73 .....	69	66	66	72	68
						1973/74 .....	72	74	78	78	75
						1974/75 .....	73	66	79	77	74
<u>Grower and packer share</u>											
of retail value											
1967/68 .....	N/A	22	20	19	*20	Shipping point-					
1968/69 .....	21	25	19	16	20	wholesale as					
1969/70 .....	N/A	19	22	19	*20	percentage of retail					
1970/71 .....	32	21	26	24	25	value:					
1971/72 .....	27	21	29	17	23	1967/68 .....	N/A	21	9	11	*14
1972/73 .....	17	19	18	18	18	1968/69 .....	9	28	14	27	23
1973/74 .....	21	23	20	17	21	1969/70 .....	N/A	14	3	17	11
1974/75 .....	23	19	18	20	19	1970/71 .....	5	10	2	0	5
						1971/72 .....	11	18	2	2	9
						1972/73 .....	14	15	16	10	14
						1973/74 .....	7	3	2	5	4
						1974/75 .....	4	15	3	3	7

1/ 21 pounds net weight per bushel, sold prepackaged at retail. 2/ Returns to retailer for salable spinach (12-percent allowance for loss incurred during marketing). 3/ Origin same as shipping point. 4/ Texas. N/A = Not available. \*3-month average.



Table 112.--Spinach, fall and winter, New York City: Prices, values, and spreads per bushel and grower and packer returns and spreads as a percentage of retail value, by months and seasons, 1967/68-1974/75 1/

Item	Dec.	Jan.	Feb.	Mar.	Season average	Item	Dec.	Jan.	Feb.	Mar.	Season average
<u>Dollars</u>											
Prices and value						Spreads					
Retail value: 2/						Wholesale-retail:					
1967/68	9.05	9.17	10.11	10.74	*10.05	1967/68	6.30	6.29	7.76	7.99	*7.99
1968/69	11.33	9.70	9.76	9.37	9.76	1968/69	8.08	6.45	7.26	6.87	6.97
1969/70	11.24	10.67	11.30	10.88	*10.94	1969/70	N/A	8.17	8.05	8.13	*8.12
1970/71	11.74	10.56	11.11	11.24	11.16	1970/71	8.24	7.68	7.74	7.74	7.88
1971/72	12.98	12.78	12.98	11.92	12.67	1971/72	9.48	9.53	8.98	8.67	9.18
1972/73	12.80	12.87	13.07	13.28	13.01	1972/73	9.05	9.12	9.57	9.28	9.24
1973/74	13.93	13.98	14.34	14.11	14.13	1973/74	10.08	9.23	9.59	9.11	9.50
1974/75	15.84	16.38	17.03	17.03	16.56	1974/75	10.34	10.13	10.78	11.28	10.60
<u>Dollars</u>											
Wholesale prices: 3/						Shipping point-					
1967/68	2.75	2.88	2.35	2.75	*2.66	wholesale:	N/A	1.13	.65	1.26	*1.02
1968/69	3.25	3.25	2.50	2.50	2.79	1967/68	1.63	1.21	.88	1.08	1.11
1969/70	N/A	2.50	3.25	2.75	*2.82	1968/69	N/A	.75	1.25	1.00	*.99
1970/71	3.50	2.88	3.25	3.50	3.28	1969/70	.50	.88	.75	1.00	.78
1971/72	3.25	3.25	4.00	3.25	3.49	1970/71	.25	.84	.62	1.37	.77
1972/73	3.75	3.75	3.50	4.00	3.77	1971/72	1.37	1.25	1.12	1.50	1.32
1973/74	3.85	4.75	4.75	5.00	4.63	1972/73	.85	1.50	1.75	2.25	1.63
1974/75	5.50	6.25	6.25	5.75	5.96	1973/74	1.50	2.75	2.75	2.25	2.54
<u>Percent</u>											
Shipping point price						Wholesale-retail					
(f.o.b.): 4/						as percentage of					
1967/68	N/A	1.75	1.70	1.49	*1.64	retail value:					
1968/69	1.62	2.04	1.62	1.42	*1.68	1967/68	70	69	77	74	*74
1969/70	N/A	1.75	2.00	1.75	*1.83	1968/69	71	67	74	73	72
1970/71	3.00	2.00	2.50	2.50	2.50	1969/70	N/A	77	71	75	*74
1971/72	3.25	2.41	3.38	1.88	2.72	1970/71	70	73	71	69	71
1972/73	2.38	2.50	2.38	2.50	2.45	1971/72	73	74	69	73	72
1973/74	3.00	3.25	3.00	2.75	3.00	1972/73	71	71	73	70	71
1974/75	4.00	3.50	3.50	3.50	3.42	1973/74	72	66	67	65	67
<u>Percent</u>											
Grower and packer share						1974/75	65	62	63	66	64
of retail value						Shipping point-					
1967/68	N/A	19	17	14	*16	wholesale as percentage:					
1968/69	14	21	17	15	17	of retail value:					
1969/70	N/A	16	18	16	*17	1967/68	N/A	12	6	12	*10
1970/71	26	19	22	22	22	1968/69	15	12	9	12	11
1971/72	25	19	26	16	22	1969/70	N/A	7	11	9	*9
1972/73	18	19	18	19	19	1970/71	4	8	7	9	7
1973/74	22	23	21	19	21	1971/72	2	7	5	11	6
1974/75	25	21	21	21	21	1972/73	11	10	9	11	10
						1973/74	6	11	12	16	12
						1974/75	10	17	16	13	15

1/ 21 pounds net weight per bushel, sold prepackaged at retail. 2/ Returns to retailer for salable spinach (12-percent allowance for loss incurred during marketing). 3/ Origin same as shipping point. 4/ Texas. N/A = Not available. \*3-month average.

## SWEETPOTATOES

### Consumption and Production

Per capita consumption of fresh sweetpotatoes has declined steadily during 1962-75, averaging 3.7 pounds in 1975, 1.5 pounds less than in 1962.

Sweetpotatoes are produced commercially in 13 States. Louisiana was the leading State for a number of years, accounting for about 25-30 percent of the U.S. crop. However, Louisiana has been joined by North Carolina, which has increased its share of the U.S. crop to nearly 30 percent, from about 15 percent in the early and mid-sixties. In 1975, the North Carolina crop hit a record 4.5 million cwt. (table 113). Louisiana's crop changed little between 1962 and 1974, then dropped sharply to a low of 2.6 million cwt. in 1975. Together, Louisiana and North Carolina accounted for over half of the U.S. crop during 1969-75.

### Prices and Value

Sweetpotatoes were priced at shipping point in Louisiana and at wholesale and retail in two important markets for Louisiana sweetpotatoes--Chicago and New York City. Sweetpotatoes are harvested in the late summer and early fall, but since much of the crop is stored, marketing extends well into the following spring and sometimes until the next crop is harvested. An August-April season is used as representative of the most active marketing period.

Seasonal average retail prices of sweetpotatoes in Chicago, New York City, and a two-city average for 1962/63-1974/75 are shown in table 114. Retail prices increased in each market during this period, with the two-city price averaging 27.1 cents a pound in 1974/75, a little more than double the 1962/63 figure. The retail price was slightly higher in New York City than in Chicago.

Monthly and seasonal average retail value, wholesale price, and shipping point price of a 50-pound crate of sweetpotatoes increased in both Chicago and New York City between 1967/68 and 1974/75 (tables 115 and 116). The seasonal average retail value ranged from 18 cents to \$1.49 per crate more in New York City than in Chicago, and the wholesale price was 15-47 cents higher in New York City.

### Spreads and Grower and Packer Returns

The wholesale-retail spread and the shipping point-wholesale spread trended upward in both Chicago and New York City during 1967/68-1974/75 (tables 117 and 118). Both spreads were usually larger in New York City than in Chicago. The seasonal average wholesale-retail spread ranged from 2 cents to \$1.19 per crate higher in New York City in seven of eight seasons, and the shipping point-wholesale spread was 9-58 cents higher in New York City.

The two-city retail value averaged \$12.19 per 50-pound crate in 1974/75, \$3.92 more than in 1967/68. The wholesale-retail spread increased from \$2.79 to \$4.69; the shipping point-wholesale spread, from \$1.04 to \$1.34. Grower and packer returns were \$6.16 per crate in 1974/75, up almost two-fifths.

As a percentage of the retail value, the two-city wholesale-retail spread ranged from 34 to 41 percent in the eight seasons. For six of the seasons, the range narrowed to 36-38 percent. The shipping point-wholesale spread was 11-14 percent of the retail value, and grower and packer returns were 45-54 percent in the eight

seasons. However, the grower and packer share narrowed to 50-54 percent in six of the seasons.

A simple trend analysis indicates that the retail value of sweetpotatoes sold in Chicago and New York City increased an average of 69 cents per crate per season during 1967/68-1974/75. During that period, the wholesale-retail spread increased 28 cents; the shipping point-wholesale spread, 7 cents; and grower and packer returns, 34 cents.

The percentage of the two-city retail value going to growers and packer and to other market factors did not change significantly. For the eight seasons, the wholesale-retail spread averaged 37 percent of the retail value; the shipping point-wholesale spread, 12 percent; and grower and packer returns, 51 percent.

Table 113.--Sweetpotatoes: Production, selected States and United States, 1962-75

Year	Louisiana	North Carolina	Other States 1/	United States
			<u>1,000 cwt.</u>	
1962	3,894	2,520	10,706	17,120
1963	3,381	1,995	8,980	14,356
1964	3,225	1,890	7,854	12,969
1965	4,590	2,310	8,569	15,469
1966	3,840	1,995	7,834	13,669
1967	3,990	2,185	7,311	13,486
1968	3,900	2,530	6,948	13,378
1969	4,085	3,770	6,515	14,370
1970	3,780	3,840	5,789	13,409
1971	2,975	3,335	5,408	11,718
1972	3,300	3,840	5,313	12,453
1973	2,970	3,625	5,939	12,534
1974	3,675	3,915	6,331	13,921
1975	2,550	4,495	6,522	13,567

1/ Includes Alabama, Arkansas, California, Georgia, Maryland, Mississippi, New Jersey, South Carolina, Tennessee, Texas, and Virginia.

Table 114.--Sweetpotatoes: Seasonal average retail prices, 2-city average and selected cities, 1962/63-1974/75 1/

Season	2-city average 2/	Chicago 3/	New York City 3/
		<u>Cents per pound</u>	
1962/63	12.8	13.6	12.6
1963/64	14.5	15.5	14.8
1964/65	16.1	16.3	16.5
1965/66	14.5	14.1	15.2
1966/67	16.3	15.3	17.3
1967/68	18.4	17.8	18.9
1968/69	18.9	17.9	20.6
1969/70	17.8	16.7	19.3
1970/71	19.0	17.6	20.9
1971/72	22.0	21.0	23.4
1972/73	22.9	22.2	23.9
1973/74	28.9	28.4	29.6
1974/75	27.1	26.8	27.2

1/ 9-month weighted average, August-April.

2/ Average seasonal prices for Chicago and New York City weighted by total season unloads.

3/ BLS city monthly prices weighted by city monthly unloads.

Table 115.--Sweetpotatoes, Chicago: Prices and value per crate and grower and packer returns as a percentage of retail value, by months and seasons, 1967/68-1974-75 <sup>1/</sup>

Item	Aug.	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	Apr.	Season average
<u>Dollars</u>										
<u>Prices and value</u>										
Retail value: <sup>2/</sup>										
1967/68 .....	9.22	8.14	6.88	7.16	7.83	8.10	8.19	8.68	9.99	8.01
1968/69 .....	9.86	8.37	7.74	7.42	7.78	8.24	8.24	8.42	8.24	8.06
1969/70 .....	8.96	8.78	6.75	6.75	7.11	7.96	8.24	8.14	7.34	7.52
1970/71 .....	9.63	9.00	8.06	7.16	6.44	8.28	8.32	8.42	7.38	7.92
1971/72 .....	11.02	9.58	8.91	8.60	8.55	9.90	9.90	10.04	10.04	9.45
1972/73 .....	11.84	9.81	9.63	8.86	9.09	9.72	10.30	10.44	11.30	9.99
1973/74 .....	15.26	11.70	11.74	11.34	11.30	13.01	13.77	14.99	14.76	12.78
1974/75 .....	14.54	12.92	11.92	11.43	9.32	12.60	12.78	13.95	12.96	12.06
<u>Wholesale price: <sup>3/</sup></u>										
1967/68 .....	5.50	4.25	4.15	4.75	5.30	5.50	5.75	5.90	7.00	5.23
1968/69 .....	4.75	4.60	4.60	4.88	5.75	5.65	5.65	5.65	5.65	5.20
1969/70 .....	6.35	4.75	4.40	4.35	5.40	5.25	5.35	5.30	5.30	5.00
1970/71 .....	5.50	4.50	4.10	4.25	5.40	5.50	5.35	5.75	5.60	4.95
1971/72 .....	6.35	4.50	5.25	5.75	6.60	6.65	6.75	7.00	7.10	6.13
1972/73 .....	6.50	5.35	5.50	5.75	6.32	6.50	6.85	7.25	8.25	6.32
1973/74 .....	9.00	6.65	7.00	7.50	8.75	8.75	9.50	8.75	8.40	8.26
1974/75 .....	7.00	6.75	6.50	6.50	7.50	7.75	8.15	8.25	8.50	7.17
<u>Shipping point price</u> (f.o.b.): <sup>4/</sup>										
1967/68 .....	5.00	3.38	3.22	3.75	4.62	4.62	5.00	5.12	6.00	4.39
1968/69 .....	4.02	3.88	3.71	3.92	5.00	4.88	4.82	4.82	4.77	4.36
1969/70 .....	4.08	3.68	3.47	3.50	4.50	4.50	4.40	4.35	4.30	4.00
1970/71 .....	3.88	3.45	2.88	3.10	4.50	4.50	4.50	4.62	4.88	3.86
1971/72 .....	4.62	4.00	4.00	4.75	5.88	5.88	5.88	6.00	6.00	5.12
1972/73 .....	4.50	4.32	4.32	4.38	5.62	5.65	5.68	6.32	7.12	5.14
1973/74 .....	7.25	5.38	5.38	6.32	7.75	7.75	7.38	6.88	7.25	6.87
1974/75 .....	5.58	5.44	5.02	5.25	6.38	6.75	6.75	6.98	7.75	5.90
<u>Grower and packer share</u> of retail value										
Percent										
1967/68 .....	54	41	47	52	59	57	61	59	60	55
1968/69 .....	41	46	48	53	64	59	59	57	58	54
1969/70 .....	46	42	51	52	63	57	53	53	58	53
1970/71 .....	40	38	36	43	70	54	54	55	66	49
1971/72 .....	42	42	45	55	69	59	59	60	54	49
1972/73 .....	38	44	45	49	62	58	55	60	63	51
1973/74 .....	48	46	46	56	68	59	54	46	49	54
1974/75 .....	38	42	42	46	68	54	53	50	60	49

<sup>1/</sup> All varieties, U.S. No.1, 50 pounds net weight per crate.

<sup>2/</sup> Returns to retailer for salable sweetpotatoes (10-percent allowance for loss incurred during marketing).

<sup>3/</sup> Origin same as shipping point. <sup>4/</sup> Louisiana.

Table 116.--Sweetpotatoes, New York City: Prices and value per crate and grower and packer returns as a percentage of retail value, by months and seasons, 1967/68-1974/75 1/

Item	Aug.	Sep.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	Apr.	Season average
<u>Dollars</u>										
<u>Prices and value</u>										
<u>Retail value: 2/</u>										
1967/68 .....	9.68	8.32	7.70	7.65	8.01	8.42	8.91	9.18	9.90	8.50
1968/69 .....	11.16	9.18	8.14	8.50	8.64	9.58	9.40	9.81	9.68	9.27
1969/70 .....	10.04	9.68	8.06	7.83	8.06	8.86	8.78	8.78	9.00	8.68
1970/71 .....	11.66	10.17	8.46	8.55	9.04	8.91	9.22	9.45	9.68	9.41
1971/72 .....	11.97	10.89	9.54	9.94	10.12	10.30	10.48	10.62	11.16	10.53
1972/73 .....	12.87	11.56	10.30	9.94	10.17	10.35	10.04	10.84	11.34	10.76
1973/74 .....	16.24	12.69	11.43	11.30	13.30	12.15	12.96	13.77	13.46	13.32
1974/75 .....	13.86	13.05	11.21	11.02	11.12	12.02	11.84	12.06	12.38	12.24
<u>Wholesale price: 3/</u>										
1967/68 .....	5.75	4.38	4.25	4.88	5.62	6.25	6.12	6.88	7.50	5.70
1968/69 .....	5.00	4.75	4.62	4.88	6.25	6.00	5.75	6.25	5.88	5.37
1969/70 .....	6.75	5.00	4.50	4.65	5.50	5.25	5.25	5.25	5.25	5.15
1970/71 .....	5.25	4.50	4.38	4.65	5.85	6.00	5.75	6.00	6.35	5.25
1971/72 .....	7.25	5.00	5.85	6.25	7.00	7.15	7.25	8.00	7.75	6.54
1972/73 .....	7.50	5.75	5.75	6.00	7.00	7.15	7.50	8.00	9.00	6.40
1973/74 .....	9.75	7.00	7.00	7.50	9.50	9.50	8.50	9.00	8.50	8.44
1974/75 .....	7.75	6.75	6.75	7.00	8.00	4/7.25	4/7.35	4/7.50	4/9.00	7.63
<u>Shipping point price</u> (f.o.b.): 5/										
1967/68 .....	5.00	3.38	3.22	3.75	4.62	4.62	5.00	5.12	6.00	4.48
1968/69 .....	4.02	3.88	3.71	3.92	5.00	4.88	4.82	4.82	4.77	4.33
1969/70 .....	4.08	3.68	3.47	3.50	4.50	4.50	4.40	4.35	4.30	3.99
1970/71 .....	3.88	3.45	2.88	3.10	4.50	4.50	4.50	4.62	4.88	3.88
1971/72 .....	4.62	4.00	4.00	4.75	5.88	5.88	5.88	6.00	6.00	4.96
1972/73 .....	4.50	4.32	4.32	4.38	5.62	5.65	5.68	6.32	7.12	4.64
1973/74 .....	7.25	5.38	5.38	6.32	7.75	7.75	7.38	6.88	7.25	6.96
1974/75 .....	5.58	5.44	5.02	5.25	6.38	6.75	6.75	6.98	7.75	6.26
<u>Grower and packer share</u> <u>of retail value</u>					<u>Percent</u>					
1967/68 .....	52	41	42	49	58	55	56	56	61	53
1968/69 .....	36	42	46	46	58	51	51	49	49	47
1969/70 .....	41	38	43	46	56	51	50	50	48	46
1970/71 .....	33	34	34	36	50	57	49	49	51	41
1971/72 .....	39	37	42	44	58	55	56	56	54	47
1972/73 .....	35	38	42	44	55	55	57	58	63	43
1973/74 .....	45	42	47	56	58	64	57	50	54	52
1974/75 .....	40	42	45	48	57	56	57	58	63	51

1/ All varieties, U.S. No. 1, 50 pounds net weight per crate. 2/ Returns to retailer for salable sweetpotatoes (10-percent allowance for loss incurred during marketing). 3/ Origin same as shipping point, except as indicated. 4/ North Carolina. 5/ Louisiana.



Table 117.--Sweetpotatoes, Chicago: Spreads per crate and as a percentage of the retail value, by months, and seasons, 1967/68-1974/75 1/

Spreads	Aug.	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	Apr.	Season average
<u>Dollars</u>										
Wholesale-retail:										
1967/68 .....	3.72	3.89	2.73	2.41	2.53	2.60	2.44	2.78	2.99	2.78
1968/69 .....	5.11	3.77	3.14	2.54	2.03	2.59	2.59	2.77	2.59	2.86
1969/70 .....	2.61	4.03	2.35	2.40	1.71	2.71	2.89	2.84	2.04	2.52
1970/71 .....	4.13	4.50	3.96	2.91	1.04	2.78	2.97	2.67	1.78	2.97
1971/72 .....	4.67	5.08	3.66	2.85	1.95	3.25	3.15	3.04	3.05	3.32
1972/73 .....	5.34	4.46	4.13	3.11	2.77	3.22	3.45	3.19	3.67	3.67
1973/74 .....	6.26	5.05	4.74	3.84	2.75	4.26	4.27	6.24	6.36	4.52
1974/75 .....	7.54	6.17	5.42	4.93	1.82	4.85	4.63	5.70	4.46	4.89
Shipping point-wholesale:										
1967/68 .....	.50	.87	.93	1.00	.68	.88	.75	.78	1.00	.84
1968/69 .....	.73	.72	.89	.96	.75	.77	.83	.83	.88	.84
1969/70 .....	2.27	1.07	.93	.85	.90	.75	.95	.95	1.00	1.00
1970/71 .....	1.62	1.05	1.22	1.15	.90	1.00	.85	1.13	.72	1.09
1971/72 .....	1.73	.50	1.25	1.00	.72	.77	.87	1.00	1.10	1.01
1972/73 .....	2.00	1.03	1.18	1.37	.70	.85	1.17	.93	1.13	1.18
1973/74 .....	1.75	1.27	1.62	1.18	1.00	1.00	2.12	1.87	1.15	1.39
1974/75 .....	1.42	1.31	1.48	1.25	1.12	1.00	1.40	1.27	.75	-.27
Wholesale-retail as a percentage of retail value:										
1967/68 .....	40	48	40	34	32	32	30	32	30	35
1968/69 .....	52	45	41	34	26	31	31	33	31	36
1969/70 .....	29	46	35	35	24	34	35	35	28	34
1970/71 .....	43	50	49	41	16	34	36	32	24	37
1971/72 .....	42	53	41	33	23	33	32	30	29	35
1972/73 .....	45	45	43	35	30	33	34	31	27	37
1973/74 .....	41	43	40	34	23	33	31	42	43	35
1974/75 .....	52	48	46	43	20	38	36	41	34	41
Shipping point-wholesale as a percentage of retail value:										
1967/68 .....	6	11	13	14	9	11	9	9	10	10
1968/69 .....	7	9	11	13	10	10	10	10	11	10
1969/70 .....	25	12	14	13	13	9	12	12	14	13
1970/71 .....	17	12	15	16	14	12	10	13	10	14
1971/72 .....	16	5	14	12	8	8	9	10	11	11
1972/73 .....	17	11	12	16	8	9	11	9	10	12
1973/74 .....	11	11	14	10	9	8	15	12	8	11
1974/75 .....	10	10	12	11	12	8	11	9	6	10

1/ All varieties, U.S. No. 1, 50 pounds net weight per crate.

Table 11b.--Sweetpotatoes, New York City: Spreads per crate and as a percentage of the retail value, by months and seasons, 1967/68-1974/75 1/

Spreads	Aug.	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	Apr.	Season average
<u>Dollars</u>										
<b>Wholesale-retail:</b>										
1967/68 .....	3.93	3.94	3.45	2.77	2.39	2.17	2.79	2.30	2.40	2.80
1968/69 .....	6.16	4.43	3.52	3.62	2.39	3.58	3.65	3.56	3.80	3.90
1969/70 .....	3.29	4.68	3.56	3.18	2.56	3.61	3.53	3.45	3.75	3.53
1970/71 .....	6.41	5.67	4.08	3.90	3.19	2.91	3.47	3.45	3.33	4.16
1971/72 .....	4.72	5.89	3.69	3.69	3.12	3.55	3.23	2.62	3.41	3.99
1972/73 .....	5.37	5.81	4.55	3.94	3.17	3.20	2.54	2.84	2.34	4.36
1973/74 .....	6.49	5.69	4.43	3.80	3.80	2.65	4.46	4.77	4.96	4.88
1974/75 .....	6.11	6.30	4.46	4.02	3.12	4.77	4.49	4.56	3.38	4.61
<b>Shipping point-wholesale:</b>										
1967/68 .....	.75	1.00	1.03	1.13	1.00	1.63	1.12	1.76	1.50	1.22
1968/69 .....	.98	.87	.91	.96	1.25	1.12	.93	1.43	1.11	1.04
1969/70 .....	2.67	1.32	1.03	1.15	1.00	.75	.85	.90	.95	1.16
1970/71 .....	1.37	1.05	1.50	1.55	1.35	1.50	1.25	1.38	1.47	1.37
1971/72 .....	2.63	1.00	1.85	1.50	1.12	.87	1.37	2.00	1.75	1.58
1972/73 .....	3.00	1.43	1.43	1.62	1.38	1.50	1.82	1.68	1.88	1.76
1973/74 .....	2.50	1.62	1.62	1.18	1.75	1.75	1.12	2.12	1.25	1.48
1974/75 .....	2.17	1.31	1.73	1.75	1.62	.50	.60	.52	1.25	1.37
<u>Percent</u>										
<b>Wholesale-retail as a percentage of retail value:</b>										
1967/68 .....	40	47	45	36	30	26	31	25	24	33
1968/69 .....	55	48	43	43	28	37	39	36	39	42
1969/70 .....	33	48	44	40	32	41	40	40	42	41
1970/71 .....	55	56	48	46	35	33	38	36	34	44
1971/72 .....	39	54	39	37	31	35	31	25	30	38
1972/73 .....	42	50	44	40	31	31	25	26	21	41
1973/74 .....	40	45	39	34	29	22	34	35	37	37
1974/75 .....	44	48	40	36	28	40	38	38	27	
<b>Shipping point-wholesale as a percentage of retail value:</b>										
1967/68 .....	8	12	13	15	12	19	13	19	15	14
1968/69 .....	9	10	11	11	14	12	10	15	12	11
1969/70 .....	26	14	13	15	12	8	10	10	10	13
1970/71 .....	12	10	18	18	15	17	13	15	15	15
1971/72 .....	22	9	19	15	11	8	13	19	16	15
1972/73 .....	23	12	14	16	14	14	18	16	16	16
1973/74 .....	15	13	14	10	13	14	9	15	9	11
1974/75 .....	16	10	15	16	15	4	5	4	10	11

1/ All varieties, U.S. No. 1, 50 pounds net weight per crate.

## TOMATOES

### Consumption and Production

Per capita consumption of fresh tomatoes declined slightly during 1970-75, averaging 12 pounds in 1975, down from 12.2 pounds.

The January-May season corresponds to the winter and spring crops, which are grown commercially in eight States. These States are Alabama, Arkansas, California, Florida, Georgia, Louisiana, South Carolina, and Texas. However, Florida produces the bulk of each season's crop. During 1970-75, the State's production increased 70 percent, making its share of the U.S. crop rise from 66 to 79 percent and its share of total supplies, from 31 to 48 percent.

The U.S. supply (including imports) of winter and spring tomatoes increased from 568,400 tons in 1970 and 629,100 tons in 1975, or 11 percent (table 119). All of the increase was from the U.S. crop, as imports (virtually all from Mexico) dropped 16 percent during the period. Therefore, the U.S. share of total supplies increased from slightly under one-half in 1970 to three-fifths in 1975.

### Prices and Value

Vine-ripe tomatoes were priced at Florida shipping points and at wholesale and retail in Chicago and New York City.

Seasonal average retail prices of vine-ripe tomatoes in Chicago, New York City, and a two-city average for 1970-75 are shown in table 120. Retail prices increased in each market during this period. The two-city average retail price was 65.1 cents a pound in 1975, 22 percent higher than in 1970.

The retail value, wholesale price, and shipping point price of a 20-pound carton of vine-ripe tomatoes trended upward in Chicago and New York City during 1970-75 (tables 121 and 122). The seasonal average retail value ranged from \$7.99 to \$10.54 per carton in Chicago and \$9.27 to \$11.98 in New York City. The retail value was \$.80-\$2.69 higher in New York City than in Chicago, but the seasonal average wholesale price was \$.04-\$1.03 higher in New York City. The wholesale price ranged from \$5.43 to \$7.54 in Chicago and from \$5.39 to \$8.46 in New York City.

### Spreads and Grower and Packer Returns

Except for 1973 and 1975, the wholesale-retail spread for vine-ripe tomatoes remained fairly stable in both Chicago and New York City during 1970-75 (tables 123 and 124). In the four seasons, the seasonal average spread ranged from \$2.43 to \$2.87 per carton in Chicago and from \$3.52 to \$3.91 in New York City. However, in 1973, the spread dropped \$1.05 per carton in Chicago and 77 cents in New York City. In 1975, the spread went backup--\$1.37 and 77 cents, respectively.

The seasonal average shipping point-wholesale spread was fairly stable in Chicago for the entire period, ranging from 78 cents to \$1.16 per carton. This spread varied more in New York City, ranging from \$1.01 to \$1.90.

The two-city retail value averaged \$11.07 per carton in 1975, \$1.98 higher than in 1970. The wholesale-retail spread was 46 cents per carton more in 1975 than in 1970, but a smaller spread existed in the intervening seasons. The shipping point-wholesale spread increased from \$1.02 per carton in 1970 to \$1.67 in 1974, then dropped to \$1.39 in 1975, for a 36-percent increase over the period. Grower and packer returns

increased from \$4.37 per carton to \$6.52 in 1974, then dropped to \$5.52 in 1975, for an overall rise of 26 percent.

A simple trend analysis shows that the retail value of vine-ripe tomatoes sold in Chicago and New York City increased an average of 44 cents per 20-pound carton per season during 1970-75. In this period, grower and packer returns increased 33 cents; the shipping point-wholesale spread, 10 cents; and the wholesale-retail spread, only 1 cent.

The percentage of the two-city retail value going to growers and to other market factors fluctuated from season to season, but did not significantly change in the period. For the six seasons, growers and packers received 52 percent of the retail value; the wholesale-retail spread, 35 percent; and the shipping point-wholesale spread, 13 percent.

Table 119.--Tomatoes, winter and spring: U.S. production, imports, and total U.S. supply, 1970-75

Season	U.S. production			Imports			Total
	Florida	Other States 1/	Total	Mexico	Other countries 2/	Total	U.S. supply
	<u>1,000</u>						
1970	177.3	92.0	269.3	296.6	2.5	299.1	568.4
1971	209.4	68.8	278.2	265.8	1.9	267.7	545.9
1972	238.4	118.6	357.0	270.3	1.3	271.6	628.6
1973	242.4	74.4	316.8	346.6	1.2	347.8	664.6
1974	249.9	98.7	348.6	274.8	2.2	277.0	625.6
1975	300.6	77.6	378.2	247.7	3.2	250.9	629.1

1/ Includes Alabama, Arkansas, California, Georgia, Louisiana, South Carolina, and Texas. 2/ Primarily Dominican Republic and Canada.

Table 120.--Tomatoes, winter and spring: Seasonal average retail prices, 2-city average and selected cities, 1970-75 1/

Season	2-city average 2/	Chicago 3/	New York City 3/
	<u>Cents per pound</u>		
1970	53.5	48.8	54.5
1971	57.9	50.0	59.9
1972	55.4	48.7	57.2
1973	59.2	47.0	62.8
1974	67.2	59.3	70.5
1975	65.1	62.0	66.7

1/ Vine-ripe, 5-month weighted average, January-May.

2/ Average seasonal prices for Chicago and New York City weighted by total season unloads.

3/ BLS city monthly prices weighted by city monthly unloads.

Table 121.--Tomatoes, winter and spring, Chicago: Prices and value per carton and grower and packer returns as a percentage of retail value, by months and seasons, 1970-75 1/

Item	Jan.	Feb.	Mar.	Apr.	May	Season average
<u>Dollars</u>						
Prices and value						
Retail value: 2/						
1970 .....	10.52	7.16	6.88	8.11	7.50	8.30
1971 .....	6.55	7.99	8.11	9.18	8.86	8.50
1972 .....	8.81	8.38	5.88	8.36	8.91	8.28
1973 .....	8.45	9.42	8.76	7.94	7.16	7.99
1974 .....	10.37	11.63	10.64	7.60	11.15	10.08
1975 .....	10.59	10.56	11.27	10.86	9.83	10.54
Wholesale price: 3/						
1970 .....	5.75	3.75	5.25	6.75	5.50	5.43
1971 .....	4.75	5.85	6.75	7.00	6.50	6.07
1972 .....	6.50	5.75	4.75	5.75	5.75	5.82
1973 .....	7.75	6.00	6.25	7.00	6.00	6.58
1974 .....	7.00	9.50	7.75	5.15	9.25	7.54
1975 .....	6.12	7.25	8.00	7.25	5.50	6.63
Shipping point price (f.o.b.): 4/						
1970 .....	5.12	3.00	4.70	4.95	3.88	4.34
1971 .....	3.56	4.85	5.95	6.50	5.25	5.04
1972 .....	4.44	5.55	3.35	5.70	5/4.70	4.66
1973 .....	7.67	5.17	5.20	4.25	5.50	5.80
1974 .....	6.00	7.67	7.00	3.60	8.34	6.40
1975 .....	5.00	5.50	6.70	5.50	5/5.15	5.47
Grower and packer share of retail value						
1970 .....	49	42	68	61	52	52
1971 .....	54	61	73	71	53	59
1972 .....	51	66	57	68	53	56
1973 .....	91	55	59	53	77	72
1974 .....	58	66	66	47	75	63
1975 .....	47	52	60	51	52	52

1/ Vine-ripe, 85% U.S. No. 1, large size ( 6x6 and larger) 20 pounds net weight per carton.  
2/ Returns to retailer for salable tomatoes (15-percent allowance for loss incurred during marketing process).  
3/ Origin same as shipping point.  
4/ Florida, except as indicated.  
5/ Mexico.



Table 122.--Tomatoes, winter and spring, New York City: Prices and value per carton and grower and packer returns as a percentage of retail value, by months and seasons, 1970-75 1/

Item	Jan.	Feb.	Mar.	Apr.	May	Season average
<u>Dollars</u>						
<u>Prices and value</u>						
Retail value: 2/						
1970 .....	10.05	8.02	8.57	9.94	9.03	9.27
1971 .....	8.62	9.78	10.27	11.32	11.17	10.18
1972 .....	10.51	10.17	8.40	9.83	10.18	9.72
1973 .....	12.07	11.27	11.05	9.98	9.69	10.68
1974 .....	11.58	12.72	12.31	10.06	13.16	11.98
1975 .....	11.56	11.51	11.90	11.34	10.68	11.34
<u>Wholesale price: 3/</u>						
1970 .....	6.00	3.75	4.75	6.50	5.25	5.39
1971 .....	5.25	5.75	7.25	8.50	6.25	6.25
1972 .....	6.00	6.75	3.75	7.50	5.62	5.88
1973 .....	10.00	5.50	6.25	6.00	8.00	7.61
1974 .....	7.50	10.50	8.12	7.75	9.25	8.46
1975 .....	6.75	7.75	7.50	6.88	6.75	7.05
<u>Shipping point price (f.o.b.): 4/</u>						
1970 .....	5.12	3.00	4.70	4.95	3.88	4.38
1971 .....	3.56	4.85	5.95	6.50	5.25	4.95
1972 .....	4.44	5.55	3.35	5.70	5/ 4.70	4.70
1973 .....	7.67	5.17	5.20	4.25	5.50	5.71
1974 .....	6.00	7.67	7.00	3.60	8.34	6.57
1975 .....	5.00	5.50	6.70	5.50	5/ 5.15	5.54
<u>Grower and packer share of retail value</u>						
			<u>Percent</u>			
1970 .....	51	38	55	50	43	47
1971 .....	41	50	58	57	47	49
1972 .....	42	54	40	58	46	48
1973 .....	64	46	47	43	57	53
1974 .....	52	60	57	36	63	55
1975 .....	43	48	56	49	48	49

- 1/ Vine-ripe, 85 % U.S. No.1, large size (6x6 and larger), 20 pounds net weight per carton.  
2/ Returns to retailer for salable tomatoes (15-percent allowance for loss incurred during marketing process).  
3/ Origin same as shipping point.  
4/ Florida, except as indicated.  
5/ Mexico.



Table 124.--Tomatoes, winter and spring, New York City: Spreads per 2-layer carton and as a percentage of the retail value, by months and seasons, 1970-75 <sup>1/</sup>

Spreads	Jan.	Feb.	Mar.	Apr.	May	Season average
<u>Dollars</u>						
Wholesale-retail:						
1970	4.05	4.27	3.82	3.44	3.78	3.88
1971	3.37	4.03	3.02	2.82	4.92	3.91
1972	4.51	3.42	4.65	2.33	4.56	3.84
1973	2.07	5.77	4.80	3.98	1.69	3.07
1974	4.08	2.22	4.19	2.31	3.91	3.52
1975	4.81	3.76	4.40	4.46	3.93	4.29
Shipping point-wholesale:						
1970	.88	.75	.05	1.55	1.37	1.01
1971	1.69	.90	1.30	2.00	1.00	1.32
1972	1.56	1.20	.40	1.80	.92	1.18
1973	2.33	.33	1.05	1.75	2.50	1.90
1974	1.50	2.83	1.12	4.15	.91	1.89
1975	1.75	2.25	.80	1.38	1.60	1.51
<u>Percent</u>						
Wholesale-retail as a percentage of retail value:						
1970	40	53	44	35	42	42
1971	39	41	29	25	44	38
1972	43	34	55	24	45	40
1973	17	51	43	40	17	29
1974	35	18	34	23	30	29
1975	42	33	37	39	37	38
Shipping point-wholesale as a percentage of retail value:						
1970	9	9	1	15	15	11
1971	20	9	13	18	9	13
1972	15	12	5	18	9	12
1973	19	3	10	17	26	18
1974	13	22	9	41	7	16
1975	15	19	7	12	15	13
1/ Vine-ripe, 85% U.S. No. 1, large size (6x6 and larger), 20 pounds net weight per carton.						

<sup>1/</sup> Vine-ripe, 85% U.S. No. 1, large size (6x6 and larger), 20 pounds net weight per carton.



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